

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: NAEB Board
FROM: Harry J. Skornia *HJS*
SUBJECT: Quarterly fiscal report: Kellogg Project
DATE: January 25, 1955

Herewith the second quarterly (and therefore semi-annual) Kellogg Project report for fiscal year 1954-55, as prepared by Harold Hill.

Lest we at first glance appear unduly wealthy, Harold lists several items still outstanding:

Expenses of Region IV Meeting	\$1,100.00
Dec. Mailing Charges (usually billed on time)	349.75
New recording heads for Ampex	180.00
Telephone bills (installation and service charges)	200.00
November and December Travel unpaid	<u>110.00</u>
	\$1,939.75

He also calls attention to the fact that income will be \$5,000.00 - \$6,000.00 less than budgeted, "partly because of the change we have made in the method of handling re-inbursable services and partly because assessment fees will bring in about \$1,500.00 less than anticipated. All of this simply means that the budget picture, while good, isn't as rosy as balances unexpended would seem to indicate

"There are several items that will go in the red, probably by the amount estimated below:

Hq. - Office Supplies and Expenses	\$ 250.00
Net. - Equipment and Repairs	600.00
Office(r) Travel	<u>1,500.00</u>
	\$2,350.00"

These can probably be off-set by the \$1,000.00 contingency item and savings in other areas.

Yet to be billed also are Schooley and Skornia trips to New York, January 18-20 (for meetings with representatives of the ACE-TV Committee, JCLT, NCCET, ETRC and Foundations) as well as upcoming trips to either Washington or New York for the same purpose. Upcoming also are at least two more committee meetings plus partial expenses for other committees at Columbus in April, and at least one more Regional Meeting (beyond the Ames meeting, not yet billed).

I think we are in good shape provided we don't over extend present plans.

If any of you have questions, we'll be glad to try to answer them. We do want this all to be clear, understandable and correct.

NATIONAL ASSOCIATION OF EDUCATIONAL RESEARCHERS
 JOHN W. KELLOGG FUND
 FINANCIAL STATEMENT

For period July 1, 1954 to Dec. 31, 1954

	Kellogg Trust Fund	NAER Revolving Fund	Total
Balance, July 1, 1954 (per 1953-54 Report)	\$ -	\$ 526.65	\$ 526.65
Receipts per attached report	50,500.00	28,863.46	79,363.46
Total Balance and Receipts	\$ 50,500.00	29,390.11	\$ 79,890.11
Expenditures, per attached report	31,500.25	2,045.80	33,546.05
Balance	\$ 18,999.75	27,344.31	\$ 46,344.06

(1) This is the account which was been set up, under University of Illinois regulations, for Network Management Fees and other income accruing to the NAER Headquarters and Network.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE PERIOD
December 1, 1954 to December 31, 1954

Summary (Detail Attached)

	<u>Budget</u>	<u>Expended This Period</u>	<u>Cumulative Exp. Since 7/1/54</u>	<u>Balance</u>
Salaries and Wages (1)	\$ 44,320.00	\$ 3,404.16	\$ 20,793.78	\$25,536.22
Seminars, Travel, Research	15,500.00	638.22	3,318.25	12,181.75
Supplies and Expenses	20,250.00	1,111.06	6,909.02	13,340.98
Administrative Expenses	2,525.00	--	2,525.00	--
Contingencies	1,000.00	--	--	1,000.00
Total	\$ 85,605.00	\$ 5,153.44	\$ 33,546.05	(2)\$52,058.95

- (1) Employer's Contribution to Retirement Fund (7.79%) and Workmen's Compensation (1.67%) are included.
- (2) The difference in this amount and actual cash on hand (as shown on page 1) is due to the fact that there was a balance as of 1/1/54 of \$526.65, and that income to date is \$6,241.54 less than anticipated.

NATIONAL ASSOCIATION OF EDUCATIONAL FRONTIERS

TRUST: W. K. KELLOGG FOUNDATION

REPORT OF EXPENDITURES FOR THE PERIOD

to

Salaries and Wages

	<u>Budget</u>	<u>Expended This Period</u>	<u>Cumulative Exp. Since 7/1/54</u>	<u>Balance</u>
Executive Director	\$ 10,000.00	\$ 765.00	\$ 4,726.66	\$ 5,273.34
Associate Director	7,200.00	600.00	3,600.00	3,600.00
Secretary	3,400.00	280.00	1,680.00	1,720.00
Labor	5,200.00	325.00	1,427.95	3,772.05
Network Manager	4,320.00	360.00	2,160.00	2,160.00
Traffic Manager	3,600.00	300.00	1,800.00	1,800.00
Shipping Manager	3,800.00	295.83	1,774.98	2,025.02
Duplicator Operators	3,700.00	200.00	1,902.73	1,877.27
Retirement (Employer's Contribution)	2,770.51	231.82	1,430.78	1,340.13
Workmen's Compensation	611.55	46.51	290.68	320.87
Contingencies	1,647.54	--	--	1,647.54
	<u>\$ 46,320.00</u>	<u>\$ 3,404.16</u>	<u>\$ 20,793.78</u>	<u>\$ 25,536.22</u>

Supplies and Expenses (Headquarters)

	<u>Budget</u>	<u>Expended This Period</u>	<u>Cumulative Exp. Since 7/1/54</u>	<u>Balance</u>
Mailing, Express, Freight	\$ 1,500.00	\$ 96.93	\$ 676.59	\$ 823.41
Office Supplies and Expenses	750.00	167.34	498.66	251.34
Periodicals, Books, Clipping Service	500.00	28.38	266.13	233.87
Telephone and Telegraph	1,500.00	* 32.95	221.58	1,278.42
Equipment (incl. parts re- placement)	500.00	12.33	126.72	373.28
NABE Publications and Reports	2,000.00	96.00	1,084.24	915.76
	<u>\$ 6,750.00</u>	<u>\$ 368.03</u>	<u>\$ 2,873.92</u>	<u>\$ 3,876.08</u>

*Deduct

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE PERIOD
December 1, 1954 to December 31, 1954

Supplies and Expenses (Network)

	<u>Budget</u>	<u>Expended This Period</u>	<u>Cumulative Exp. Since 7/1/54</u>	<u>Balance</u>
Mailing, Express, Freight	\$ 7,200.00	\$ 26.44	\$ 1,536.51	\$ 5,663.49
Mailing Materials for Network	900.00	37.44	203.73	696.27
Office Supplies and Expenses	750.00	79.24	250.91	499.09
Telephone and Telegraph	500.00	7.30	217.48	282.52
Recording Service	150.00	5.00	21.00	129.00
Recording Tape (incl. boxes and reels)	3,000.00	457.80	1,153.37	1,846.63
Equipment (incl. parts re- placement)	500.00	129.81	645.71	* 145.71
NAEB Publications and Reports	500.00	--	6.39	493.61
	\$ 13,500.00	\$ 743.03	\$ 4,035.10	\$ 9,464.90

Seminars, Travel, Research

	<u>Budget</u>	<u>Expended This Period</u>	<u>Cumulative Exp. Since 7/1/54</u>	<u>Balance</u>
Seminars	\$ 3,500.00	\$ --	\$ 264.60	\$ 3,235.40
Regional Meetings	3,000.00	1.40	113.96	2,886.04
Exec. Com. and Directors' Meetings	2,500.00	--	--	2,500.00
Office(r) Travel	3,000.00	586.12	2,461.95	538.05
NAEB Committees	2,500.00	50.70	329.56	2,170.44
Research	1,000.00	--	148.18	851.82
	\$ 15,500.00	\$ 638.22	\$ 3,318.25	\$ 12,181.75

* Deduct - Deficit

RECEIPTS

	<u>Budget</u>	<u>Received This Period</u>	<u>Cumulative Rec. Since 7/1/54</u>
Headquarters (Kellogg)	\$ 44,000.00	\$ --	\$ 44,000.00
Tape Network (Kellogg)	(6,500.00)	--	(6,500.00)
Tape Network (Fees)	(29,075.00)	(*144.50)	(27,747.57)
Tape Network (Totals)	35,575.00	*144.50	34,247.57
Other Income (1)	<u>7,530.00</u>	<u>428.60</u>	<u>1,115.89</u>
	\$ 87,105.00	\$ 284.10	\$ 79,363.46

	<u>Received This Period</u>	<u>Cumulative Rec. Since 7/1/54</u>
(1) Other Income:		
Sale of Publications	\$ 64.60	\$ 282.95
Tapes, sold, rented, dubbed	225.00	533.00
Reimbursable Services	139.00	297.94
Miscellaneous	--	2.00
	<u>\$ 428.60</u>	<u>\$ 1,115.89</u>

*Deduct

February 10, 1955

Mr. Robert VanDuyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

On behalf of the National Association of Educational Broadcasters I wish to acknowledge with sincere thanks your letter of January 24 in which you advise us that the Kellogg Foundation is increasing its total commitment to NAEB in the amount of \$8,743.00 as requested in my letter of September 29, 1954. This amount is to pay the salary of the NAEB Associate Director, Harold E. Hill, during the fifth and final year of the Foundation's support of the project.

Your personal understanding and support of the project, as well as that of the Foundation's, are most sincerely appreciated. I am sure you know this even if I were not to write it.

It was good to see both you and Dr. Seay in December, although we missed you in New York. I am sure that much good will come out of the New York meeting, although, as I told Dr. Seay, the Kellogg Foundation had a background that most Foundation representatives at that meeting did not have. His letter to Dr. Arthur Adams will prove most helpful, I'm sure.

Kind personal regards,

Sincerely,

Frank E. Schooley
President

FES:fmh

cc: Harry J. Skornia

W. K. KELLOGG FOUNDATION
RECEIVED
RADIO STATION
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

JAN 26 8 33 AM 1955
January 24, 1955

WILL & WIUC
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley, President
National Association of Educational
Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Frank:

I am pleased to tell you that the Kellogg Foundation is hereby increasing its total commitment to the National Association of Educational Broadcasters in the amount of \$8,743.00 as requested in your letter of September 29, 1954. This amount is to pay the salary of your Associate Director, Harold E. Hill, during the fifth and final year of the Foundation's support of the project.

The total commitment of the Foundation for the project is now \$286,093.00. We have made payments totalling \$243,350.00. Thus of our total commitment, there remains a balance of \$42,743.00, which may be used during your 1955-56 fiscal year.

We look forward with you to the continued success of this project.

Sincerely,

RDV

Robert VanDuyn

RVD/dr

14 Gregory Hall
Urbana, Illinois
March 10, 1955

Mr. Robert VanDuyn
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Do you plan to be in Columbus for the Institute anytime? The dates are April 12 - 15. The NAEB Board will be meeting Tuesday, April 12, and we'd be happy to have you with us in case it's convenient.

Sincerely,

Frank E. Schooley
President

FES:fmh

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14 Gregory Hall
Urbana, Illinois
March 10, 1955

Mr. Robert VanDuyn
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

We're rather disposed after considerable thought on the matter to ask some Foundation for funds to support research during the next year or two. As we've always asked Kellogg its possible interest I'd appreciate a preliminary reaction to the tentative proposal which I enclose. This is in the nature of a special project and I'm aware of the general disposition of Kellogg to look at more long range proposals, but I might be wrong on this particular one.

Sincerely,

Frank E. Schooley
President

FES:fmh

Encl.

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DRAFT FOR DISCUSSION

CONFIDENTIAL

CONFIDENTIAL

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

March 25, 1955

Mr. Robert VanDyyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Herewith in preliminary form for your tentative consideration a request for the sum of \$230,000.00 for a five-year grant (covering the period from July 1, 1956 to June 30, 1961) to the National Association of Educational Broadcasters, which is the sole Association of educational radio and television broadcasters in the United States.

During the first four years of the present five-year grant from the W. K. Kellogg Foundation to the National Association of Educational Broadcasters our Association has begun to achieve recognition and professional stature both locally and nationally in American educational and administrative circles. Our services have been increasingly appreciated and requested, sometimes desperately, by educators throughout the nation.

The five-year plan on the basis of which Network assessment fees were to be raised gradually to a point where the Network would be supported by its members, has developed according to plan. At the end of this year the Network will, we hope, be nearly enough self-supporting to confirm our earlier belief regarding the basis of economic support for an educational radio network, as

described in our original request. It is true that a few members have been forced to drop the Network and that complete self-support is not yet absolutely assured. However, it is our belief that members can and will eventually provide the full support necessary. Next year will reveal whether or not this can be done on the time table earlier devised.

When we move into the area of presenting a specific plan on the basis of which the Association functions of the NAEB (what we now refer to as Headquarters functions) can be supported the situation is less simple. It does not now appear that, within the next five or ten years this part of our operation can be either entirely self-supporting or supported entirely by our members. Some progress in this area is being made. But it is far slower than expected. Competition for budgets within the educational institutions having stations has greatly increased. In some cases station directors are unable to persuade their administrations of the justification for this expense, beyond the increases already levied for Network service. Although plans are under consideration for the increasing of general membership dues, and for the development of other sources of local financial support, it is not felt that these sources, individually or collectively, will be able to take over, to a significant extent, full support of the Association.

Dues of the Association on the present basis constitute approximately \$3,700.00 or 6 per cent of our combined (non-Network) annual budgets. Doubling present dues would give us only approximately \$7,500.00 per year, an increase of 50 per cent would result only in an income of \$5,550.00 per year. The elevation of dues to a level which would constitute a significant share of our annual budget needs, in view of the needs and levies of other organizations (including the ETRC,

NPAC and other such groups) would require many years, and extremely favorable conditions, if indeed it could ever be fully achieved.

Income from publications, including Newsletter subscriptions, varies currently from \$700.00 to \$900.00 per year. It is our belief that this area of support can be developed somewhat, but that its top level will not in the foreseeable future exceed this sum by any considerable amount per year.

It has been suggested that a system of consultant fees should be set up on the basis of which a part of the support of the Association might be secured. This has been discussed and the potentialities of this possible source carefully explored. Since the great majority of our consultants would be staff members of NAEB institutions, and since these fees would generally have to be paid also by NAEB members, it is not believed that the NAEB's role in this operation would prove adequately lucrative to justify any very optimistic estimate on which we could base a strong measure of self support from this source.

Support for research is becoming an increasingly important source of income to some of our member institutions. It is possible that, with some study, the NAEB might be able to develop projects in this area which would prove lucrative. In most cases, however, this would again seem to be inevitably at the expense of member institutions, and it is questionable whether this would benefit the entire educational economy. Pending the results of further study, in any case, any general statement on this possible source of income must be held in abeyance.

Administrative fees constitute the source of some income for the NAEB at present. When funds are given to the NAEB to administer, a percentage (generally 5 per cent) is also given us for handling the administration and reporting required. It is felt that a modest income may be developed on a rather regular

basis from this source, but this income will depend entirely on the continuance of grants and gifts to administer and handle, and is generally largely expended for the actual expenses involved.

We are currently also investigating ways of promoting the sale of records and albums as a possible source of considerably increased income. It is possible that some of the recordings we control might be placed on the open market. We are awaiting the reaction of a recording company to this possibility at present. However, the outlook is not so far particularly optimistic, and this item could probably not realistically be expected to yield income much in excess of the \$2,000.00-\$3,000.00 per year which we have been able to achieve with rather aggressive promotion of album sales to date.

At the present time the Executive Director teaches one course per year and serves as a thesis advisor for the University of Illinois School of Journalism. This reduces the amount of his salary which must be paid by the NAEB, but also considerably increases his work load. It is possible that if he were to teach more, and if perhaps other members of the Headquarters Staff could do the same, the salary load for the NAEB central staff could be somewhat reduced. This is not believed to offer much more potential than is at present being realized, however, since the limit of human endurance is soon reached and the amount of work of the Association is increasing rather than decreasing.

There is obviously room for considerable other developmental thinking and discussion regarding additional possible sources of income. (NOTE TO BOARD: Various types of endowment and trust approaches, for example, need considering by someone more versed in such long-term financing than yours truly, perhaps by a committee.)

Financial plans for the replacement and/or amortization of duplicators and other capital expenses must meanwhile also be further developed for the Network, and examined in the light of actual and potential Network fees, as well as Headquarters income.

A Peter-Paul relationship between the two would seem to serve no useful purpose. And a strong Network could not long exist without a National Association Headquarters or office. ¶ One of the proposed services which interest many members, and one unlikely to be provided by any other than FM stations, most of which are turning out to be educational (and consequently NAEB members), is a HI-FI or good music service. This is being, and will be, further investigated, with reference to possible sources of support as well as other factors. So is the possibility of an enlarged school service and consideration of a journal, more broadly distributed than our present Newsletter.

All in all, however, it is our belief that, regardless of developments in these various areas, educational broadcasting, which is simply one aspect of the educational responsibilities of educational institutions, can no more be expected to be fully self-supporting or a "paying proposition" than can public education itself, or educational institutions. I believe we must therefore reconcile ourselves to the indefinite need for outside support from foundations and other donors, though meanwhile making every effort to secure for educational broadcasting budgets recognition as to legitimate curricular expenses.

Failure to move forward, or a return to "pre-grant" days, after the progress made possible by the first Kellogg grant, would be tragic indeed.

It would also be a great tragedy if educational broadcasting, and its association, were to desert or so compromise its responsibilities and functions

that they would no longer have the integrity and independence which education must have if it is to be truly free. The present plan and proposed budget of operations, which visualize essentially continuation of present services, are based on the belief that the function of the NAEB is necessary, honorable and recognizable in our system of education and our society. Whatever sources of income are discovered, the next five to six years must be a period during which the NAEB more and more achieves that status of professional maturity during which self-support will be approached, even if never fully reached.

In the attached proposed budget, based on a second five-year grant and plan, salaries are projected on a six-year basis, integrating next year's budget as well (the last year of the first five-year grant). (NOTE TO BOARD: Only in this way can anything but an increasing budget, with increasing needs each year for support/be presented.) The average of these years is then found in order to determine annual needs. During the first three (below the average) years of this period a reserve is put aside to cover increases during the last three (above the average) years. In other words the reserve is built up for three years and drawn upon for a second three years, as suggested in the following table.

Proposed Six-Year Budget
Salaries

<u>Effective</u>	<u>7/1/55</u>	<u>7/1/56</u>	<u>7/1/57</u>	<u>7/1/58</u>	<u>7/1/59</u>	<u>7/1/60</u>
Exec. Dir. *(10,000.00)	2/10,100.00	10,710.00	11,220.00	11,730.00	12,240.00	12,750.00
Assoc. Dir. (7,200.00)	8,040.00	8,400.00	8,700.00	9,000.00	9,300.00	9,600.00
Secretary (3,400.00)	3,720.00	3,780.00	3,840.00	3,960.00	4,080.00	4,200.00
Clerk-Steno. (None)	2,640.00	2,700.00	2,760.00	2,820.00	2,820.00	2,820.00

*Parenthesized sums are as presently budgeted.

Misc. Labor (4,160.00)	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
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Total (24,760.00)	25,500.00	26,590.00	27,520.00	28,510.00	29,440.00	30,370.00
Retirement (1,592.28)	1,910.00	1,993.46	2,065.91	2,143.03	2,215.48	2,287.92
Workman's Comp. (369.00)	380.00	398.85	412.80	427.65	441.60	455.55
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Total (26,721.28)	27,790.00	28,982.31	29,998.71	31,080.68	32,097.08	33,113.47

Applying any surplus which may remain at the end of this year to the reserve, the annual salary request can be established, and is hereby requested, on the basis of \$29,750.00.

The other items of the annual Association Office (Headquarters only) budget requested are as follows:

Seminars, Travel, and Research

	Budgeted <u>1954-55</u>	<u>Future</u>
Seminars	3,500.00	3,000.00
Regional meetings	3,000.00	1,500.00
Exec. Com. and directors' meetings	2,500.00	1,500.00
Office(r) travel	2/2,700.00	3,500.00
NAEB Committees	2,500.00	1,500.00
Research	1,000.00	1,000.00
	<hr/> 15,200.00	<hr/> 12,000.00

Supplies and Expenses

Mailing, express, freight	1,500.00	1,200.00
Office supplies and expenses	750.00	1,000.00
Periodicals, books, clipping service	500.00	500.00
Telephone and telegraph	1,500.00	500.00
Equipment and (incl. parts repl.)	500.00	350.00
Publications	<u>2,000.00</u>	<u>2,000.00</u>
	6,750.00	5,550.00

Summary Total

Salaries	29,750.00
Seminars, travel, etc.	12,000.00
Supplies and expenses	5,550.00
Adm. (5%)	<u>2,490.00</u>
Annual total needed	49,790.00

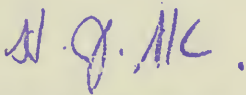
Estimated income:

- From publications (including <u>Newsletter</u>)	790.00
- Other income from NAEB Treasurer (reimbursement for other services and materials provided the Association by Kellogg project)	<u>3,000.00</u>
Total estimated annual income	<u>3,790.00</u>

Total annual sum needed from outside sources	46,000.00
Five-year-total needed (5 x \$46,000.00)	230,000.00

We believe that the needs of education and the part which the NAEB can play in the increasingly intelligent solution of those needs in both the school and adult education areas justify this request. We therefore solicit the most earnest consideration by the W. K. Kellogg Foundation of this proposal for a request for an additional five-year grant.

Respectfully submitted
on behalf of President Frank
E. Schooley and the NAEB
Board of Directors.



H. J. Skornia
Executive Director
March 25, 1955

Footnotes

- 1/ Comments of Schramm, to whom I referred in view of his having been one to handle first grant, being on Kellogg Board, etc.: "A good starting point for discussion. But you'll never get this sum from Kellogg. Rather, it will have to come from a pooling of foundations, or, year to year, from FAE."

To the Board:

This has been a tough one to draft. It was done, held for a couple of months, redone, and held again. From Schramm, Seay and VanDyyn we have gotten the word that Kellogg will be glad to consider a renewal request, but probably for less than 5 years (perhaps 3) and for less than the sum presently involved. Messers. VanDyyn and Seay also hope and believe that, like the Network, Headquarters should now aim at self-support. This, however, is difficult to visualize. We've tried multiplying NAEB dues, for example by digits like 5 or more, predicting great increases in publication and album incomes, charging consultation services, combining NAEB general with Headquarters budgets, etc. These all still fall far short of needs.

We therefore feel that we should get a specific and definite reaction from Kellogg on a 5-year proposal and a sum we can get by on before we can know specifically what, in terms of years and dollars, we must reduce it to in order to get support from them.

We are hopeful for continuance of present projects from the FAE (you'll note that they are not included; we have renewals on all staff and supporting services through June 30, 1956), and perhaps might even get support of Headquarters and/or a Washington office from them (taking over some of the functions of some of the present Washington groups to which FAE grants are diminishing). Parenthetically Kellogg most definitely will not support or have any part in a Washington office because 1) of fear of political and/or foundation investigation dangers and 2) as Van Dyyn in essence put it: "if you can't yourselves support one Headquarters office, why build more."?

We need to submit something like this before changing it, or going to FAE or someone else for it. This is also tied up by the meetings and understandings among ACE, ETRC, JCET, NAEB and NCCET, creating a moratorium on new approaches to Foundations until some as yet undetermined period. This can best be reported on by Schooley, Ausmus and Skornia in person.

President Schooley and I also discussed the possible combining of the NAEB general budget, handled by the NAEB Treasurer (membership dues, (FAE, ETRC and other) grants, administration fees for handling these grants, income and expenditures for albums, Legal Counsel, Dues for Prix Italia and other organizations.) Newsletter subscriptions, etc. and Headquarters (as outlined here). We agreed that, pending decisions on support of HQ, an independent, separate budget identified as "NAEB general" should be preserved. It would, for instance, be unfair to Kellogg to have HQ staff do too completely or without reimbursement to the Kellogg budget, administrative work for FAE and other grants. These are some of the items which should serve as a basis of discussion of this proposed draft.

Incidentally the 5-year-request total at first came to \$270,000.00. It can not be cut much more than we've already cut it, without pretty sharply curtailing some of our services. We already have difficulty getting staff and have to be very careful of travel and other "expensive" items.

2/ Actual present rate (effective with October 1954 check, after 16 months at \$10,000.00 rate) for both NAEB and Teaching: \$10,800.00, divided \$8,180 from NAEB and \$1,620.00 from Journalism. Proposed salaries include a 10% increase, in keeping with University of Illinois salary scales with which salaries have been kept comparable (as contrasted for example, with \$13,500 and \$17,500 salaries of Executive Directors of certain other organizations, which have comparable scales for their other staff members as well, also to be noted in general scale is the present \$13,000.00 salary of NAEB TV Engineer, who is paid from FAE funds). \$9,180

3/ Actual \$4,364.16

8/9

April 6, 1955

Mr. Robert VanDyyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

Mighty sorry you cannot be with us in
Columbus but I am beginning to know what it is like
to be busy myself.

We will welcome your reaction to the
Tentative Research Proposal whenever you feel you
have had ample time.

Sincerely,

Frank E. Schooley
President

FES:js

RECEIVED
RADIO STATION
W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

April 1, 1955

APR 2 10 26 AM 1955

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

WILL & WIUC
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley, President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois


Dear Frank:

Many thanks for the invitation to be with you all at the Columbus meeting. I am afraid I am not going to be able to make it. It was kind of you to ask. I hope you will carry my greetings to all the fellows.

With respect to the NAEB Tentative Research Proposal, which we have been studying, if it would not inconvenience you people, we would like the opportunity to study this a little further before we give any kind of reaction.

Best wishes.

Sincerely,



Robert VanDuyn

RVD:kb

April 20, 1955

Dr. Robert G. Van Duyn
Associate Director
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

It was good to see you in Columbus even for a short time. I tried to locate you the following morning but apparently you had flown the coop. I assume you were your usual busy self.

Sincerely,

Frank E. Schooley
President

FES:js

W. K. KELLOGG FOUNDATION

BATTLE CREEK, MICHIGAN

March 14, 1955

RECEIVED
STATION

MAR 15 8 30 AM 1955

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

WILL & WIUC
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Schooley:

This will acknowledge receipt of your
invitation addressed to Dr. Robert VanDuyn.

At the present time, Dr. VanDuyn is
attending the AASA Convention in Denver and
plans to return to the Foundation on March 16.
Your invitation will be brought to his
attention upon his return to the office.

Sincerely,

Karol Bunker

(Miss) Karol Bunker
Secretary to Dr. VanDuyn

kb

RECEIVED
W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

MAY 7 10 24 AM 1955
May 5, 1955

WILL & WIUC
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley, President
National Association of Educational
Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Frank:

Are we ever going to find enough time to do even a few of the many things we would like to do? I was glad to have had the opportunity to say hello when we were recently in Columbus, but regret there was not more time to discuss several things with you. As you know, I had not expected to be able to attend any of the meeting until the Foundation was notified that it had received the award. Then Dr. Morris asked if I would, for the Foundation and for him in particular, go down for the banquet.

We have all been traveling a lot, but we have not forgotten your Tentative Research Proposal that is being batted around here at the present time. I hope you have not forgotten that we will need soon to have your regular annual financial statement, a proposed budget for ~~your~~ next year, and an annual report. These we must have before we can make final payment of our commitment in July or August.

In case I don't write you again before I leave in a few days for the Orient, may I wish for you and NAEB a very good year and say that I look forward to seeing you all again upon my return to the Foundation in the summer of 1956.

Kindest personal regards and best wishes to you all.

Sincerely,



Robert VanDuyn

RVD/dr

W. K. KELLOGG FOUNDATION
RECEIVED
BATTLE CREEK, MICHIGAN
RADIO STATION

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

May 17, 1955

MAY 19 8 31 AM 1955

WILL J. WIUC
UNIVERSITY OF ILLINOIS

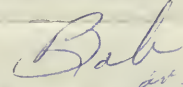
Mr. Frank E. Schooley, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Frank:

We have given quite careful consideration to the N.A.E.B.
Tentative Research Proposal and have come to the conclusion that
we will wait until later to make a final decision as to whether
or not we continue to include the area of communications as one
of our interests. In any case, any further commitments will not
be made until later. We appreciate the opportunity of reviewing
your tentative proposal.

If after you have further developed your ideas you feel they
continue to have promise, we hope you are successful in their
implementation.

Sincerely,



Robert VanDuyne

RVD/dr

CC/Dr. Harry J. Skornia

227 Gregory Hall
May 17, 1955

Mr. Dahlenburg:

Will you please transfer necessary items from the trust Kellogg Tape Network account to the NAEB Revolving account between now and July 1, and any such items as necessary to keep the trust fund in balance.

Sincerely yours,

Frank E. Schooley

EEB:jdr. H. J. Skornia

May 26, 1955

Mr. Robert VanDryn
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

This may arrive as you are busy with final details of departure, if indeed you haven't already left. I don't wish to burden you; so please consider this mostly a bon voyage note. We'll miss you this coming year.

Just to cover all details, I'm mailing Maurice Seay a carbon of the same document at the same hour. Thus, Kellogg will have two copies of our preliminary document.

We've used the preliminary or proposed terminology, although we have no objections to making this our formal request. We do want to leave the door open for possible revisions or additional data which the Foundation may deem desirable or advisable. Frank Schooley and I would be happy to come to Battle Creek again to discuss further, if it is desirable.

Our sincere best wishes go with you on your journey.

Sincerely,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:wc
Enclosures
cc: Dr. Maurice Seay
President Frank Schooley
The NAEB Board

May 26, 1955

Dr. Maurice F. Seay
Director, Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

In this same mail, I'm sending Bob VanDyyn the original of our proposed request to the W. K. Kellogg Foundation for another grant. I know that Bob may be gone, but we've always dealt with him and you suggested that we continue in this way.

However, to insure safe receipt I'm enclosing herewith a copy of my letter to Bob and another copy of the proposal. We sincerely hope that the Foundation will see fit to grant our request.

Sincerely,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:wc
Enclosures
cc: Bob VanDyyn
President Frank Schooley
The NAEB Board

PROPOSED REQUEST FOR GRANT
To the W. K. KELLOGG FOUNDATION
From the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

This is a request on behalf of the National Association of Educational Broadcasters to the W. K. Kellogg Foundation for a grant in the amount of \$235,000 for the five-year period, July 1, 1956, to June 30, 1961. See proposed budget, Appendix A. This grant would be administered through the University of Illinois in the same manner as the present one.

It is the belief of the NAEB that such a grant, made sequential to the previous grant of \$286,093 by the Kellogg Foundation, would be a noteworthy contribution of the Foundation to the educational interests of an American society now beset with unusual and enormous, if not critical, problems, in the task of making the American educational system available to all worthy citizens, of all ages and of all ranks. The task grows greater each year; it does not lessen.

That the NAEB is an important organization in the educational world is seen by an examination of what it is, what it does, and what it can do in educational radio and television broadcasting. Much has been accomplished in four short years with the support of the Kellogg Foundation. But much remains. Let us look at the picture.

The NAEB Radio (tape) Network

Four years after the start of a five-year plan the NAEB Radio Network is serving 76 member stations with the best in educational radio programs. It distributes 18,200 hours of programming each year. (See Appendix B.) It is an exchange of quality programs between members. It is serving university and college and school stations with programs for adults and programs for in-school use. It is enabling under-staffed and under-financed member stations to devote

more time and money to those programs which they do produce, thus raising the level of educational programs, and increasing the respect which such programming enjoys not only in America but throughout Western Europe as well. It has brought other monies to educational radio through grants-in-aid which have enabled the Network to carry prestige programs recognized as some of the most outstanding educational programs produced anywhere. Some of these have been broadcast by the regular radio systems of England, Canada, France and Italy. Others have been broadcast throughout the world by the Armed Forces Radio Network. In-school and adult programs carried by the Network have won many national awards.

NAEB Headquarters Operations

Here is the fountain head for information on educational radio and television. Here is the service function to members of the association. Here is the heart that gives encouragement and provides needed information to those who believe in the role of education by radio and television. Here is the flame that lights the fire that encourages others to utilize the great potential in man's modern means of communications.

Here, situated on a University campus, the NAEB is sought out by others to help them build a better educational product of American citizenry. From here the NAEB seeks to aid others and reinforce the effort that is being made to effectively utilize radio and television in educating men of all ages. It is a constituent member of the American Council on Education, and the Joint Committee on Educational Television; it has worked cooperatively with the National Project in Agricultural Communications, the Council of National Organizations, and the Adult Education Association, the Educational Television and Radio Center, and other such groups.

Its staff and association officers are serving in many advisory and consultative capacities providing consultation to the NPAC and others in TV and TV workshop planning; counsel and guidance to the President of the Educational Television and Radio Center; handling the screening and contacting of applicants for the Board on International Scholarships in selecting Fulbright scholars in the mass communications area (its president is co-chairman of the committee), and on working committees of the Council of National Organizations. These are but a few.

There are other ways, too, in which the NAEB has helped to give stature to educational broadcasting. It has counselled with college and university presidents and extension leaders in order to keep sight of the more important goal -- education as a whole. It has its own Organizational Liaison Committee on which the following organizations are represented: the Association for Education by Radio-Television, the American Association of Agricultural College Editors, the National Project in Agricultural Communications, the Southern Regional Education Board, the United States Office of Education, the Division of Audio-Visual Instruction of the National Education Association, the National Association for Better Radio and Television, the Music Educator's National Committee, the Council of National Organizations, the Adult Education Association, the National Citizens Committee for Educational Television, the Educational Television and Radio Center, the American Council on Education, the American Educational Theatre Association, the Joint Committee on Educational Television, the Speech Association of America, the University Film Producers Association, and the national radio and television networks.

Seminars and Workshops

Steady upgrading of programs and of educational station personnel is proceeding under the auspices of the NAEB in both radio and television broadcasting. Most recent examples are: (1) A workshop for Writers of In-School Programs, held in St. Louis under the grant from the Kellogg Foundation to NAEB. Here new insights and new inspirations were given some twenty educators especially interested in in-school programming by radio. Educators and educational broadcasting leaders from both United States and Canada served as consultants. (2) Within the current year, three of the six NAEB regions have held conferences on educational radio and television broadcasting problems of the day. Of these the ones held in Ames, Iowa, and Amherst, Massachusetts, were made possible by funds from the current Kellogg grant, completing the first "round" of Kellogg-sponsored regional meetings. The one in Atlanta, Georgia represents the first of a second round or series of regional meetings which members have found worthwhile enough to justify holding at their own expense, whenever conditions permit.

From other sources, funds have been secured to hold Educational Television Production Workshops and Educational Television Engineering Workshops, to provide consultant services, to set up and operate American Educational Broadcasting's own radio and television placement service, and to provide scholarships for advanced study in TV.

Research

One NAEB service inaugurated within the past year, with the assistance of Dr. Wilbur Schramm, has made such a contribution to educational broadcasting that

its success at times threatens to engulf the association. The NAEB TV Research Fact Sheets have drawn requests from far and wide, from within and without our borders. At times requests have been greater than NAEB financial resources have made it possible to provide.

Currently, the NAEB Research Committee is working on a project to compile data on available research studies in radio and television, centralizing research data and efforts regarding educational uses and methods. Within the month, the Research Committee has issued a 400-page directory listing available data on those engaged in educational radio and television in USA, and providing for the first time in history an inventory of consultant resources in educational radio and TV in the U.S.

International Relations

Earlier we mentioned the part the NAEB plays in selection of Fulbright scholars in radio and television, and the broadcasting of NAEB programs beyond our borders. There are other contributions of the NAEB in international understanding. In cooperation with the Asia Foundation, the NAEB produced in Asia a series of programs entitled "Asia Speaks" in which "voices of Asia" were recorded for broadcasting in the United States. The NAEB Radio Network carried this series. Currently, the Fulbright Scholar in Italy is furnishing a weekly series of programs for the Network. A member of the NAEB Board of Directors served as a Fulbright Scholar in the United Kingdom. Another NAEB representative was a Fulbright Scholar in France. The NAEB participates in the Prix Italia contests and awards, both as

a member of the Committee and of the Jury, and is a member of the International University of the Air, representing the United States. Publications and research are regularly exchanged with most of the nations of Western Europe, as well as with Japan, Pakistan, Korea, and the Philippines. Our 1955 Annual Convention will reflect international goodwill and emphasis also, with both the British Broadcasting Corporation and the Canadian Broadcasting Corporation contributing important elements to the planned programs in educational radio and television.

Information

Modest in format and duplication process, the NAEB Newsletter, published monthly, serves an important role in educational radio and television broadcasting. Here important information is available for members and non-members. Today, the Newsletter has the highest paid circulation among non-members in its history, modest as the figure may be. Steadfastly the subscription list and quotations from this publication are growing. The NAEB TV Engineering Service supplies special bulletins to NAEB members on a bi-monthly basis. Literally thousands of letters of inquiry are handled annually by the Headquarters Staff besides the information it distributes on a regular basis (See Appendix C). A request arrives from a sociology professor in a mid-western university for a replacement of an album from NAEB supplies (an NAEB album, WAYS OF MANKIND) so that he can teach his class as planned on the following day. There's a new sociology textbook with a chapter based on a script from the series. There are similar requests for help from UNESCO, from the United States Information Service, which has had NAEB

scripts printed for use in its Information Centers around the world. And the International Committee on International Fellowships sends frequent foreign visitors to Headquarters on their quests for information about this new type of broadcasting for which America is now beginning to be known and respected in educational and cultural circles around the world.

NAEB Committees at Work

We have mentioned the important work of the NAEB Staff, and of its officers, but the picture of NAEB work would not be complete without relating the work of some of the committees, composed of NAEB members. The NAEB Radio Committee has a sub-committee which works on planning of educational programs, and a sub-committee which serves as a screening committee for acceptance or rejection of programs for the Network. Similar sub-committees work in the in-school programming area. The TV Program Committee currently is preparing to circularize TV members with program ideas, on a monthly basis. The Radio Network Committee has similar plans. The Public Relations Planning Committee is formulating guides for use of the Headquarters Staff to bring about even greater interest by educators and educational administrators in the potentialities of radio and television as tools for education. The Engineering Committee is busy working on technical staff advancement and on problems of improving equipment and standards of technical operations. The Professional Advancement Committee is busy studying problems concerning improved quality of staffs in both radio and television, and in administering the NAEB TV Workshop and Scholarship programs. Another good example of committee

work is that being done in planning and arranging for the 1955 Annual Convention which will be held in Chicago, October 26-29. The program promises to be the most important one in terms of educational broadcasting that NAEB has ever sponsored.

What is NAEB Today?

Today, four years after the beginning of the W. K. Kellogg Foundation initial grant, on faith, the NAEB is an association of universities, colleges, schools and other non-profit educational broadcasters with a membership of 271. It is an association of schools as well as colleges; of private as well as public institutions of education; of television as well as radio; of FM as well as AM; of agricultural and scientific as well as metropolitan, liberal arts and social science interests. It is not, and does not claim to be, "everything to everyone" in educational broadcasting, but by its very nature it is the one organization that has as active members actual educational broadcasters, in both radio and television, representing schools, colleges, and universities from coast to coast, from the Canadian border to the Gulf. It is today what its members have made it because of their beliefs and convictions that radio and television can play important roles in education; it is today what it is because of the Kellogg Foundation.

Why should the W. K. Kellogg Foundation make another grant to NAEB?

In order to help the NAEB to serve education; to help the NAEB go forward, not backward; to help education progress by utilizing radio and television in a formal sense; to help the NAEB serve the adult educational interests, in both the formal and informal sense; to help the NAEB perform its obligations in a way no

other association or organization can perform them because of the very nature of its membership. This we sincerely believe is a worthy effort for the NAEB. We hope the W. K. Kellogg Foundation will share this view with us.

How would these funds be utilized?

(1) To continue the Headquarter services to NAEB members -- active, associate, and affiliates, and to non-members interested in and concerned about the use of radio and television in education, (2) to continue the publication of the NAEB Newsletter and other related publications that will serve educational broadcasting, (3) to continue the work of committees from which will come other contributions to better educational radio and television broadcasting, (4) to aid in the upgrading of programs and the uplifting of staff personnel levels by seminars, workshops, and meetings of NAEB regions and committees, (5) to foster, encourage (and where financially feasible, sponsor) research in educational broadcasting to the end that the results will bring better broadcasting and better education, and (6) to so conduct the affairs of the NAEB that its stature and leadership shall continue to grow, in importance, quality and respect, enabling this association to continue its contributions to education in our society.

FES:HJS:wc
NAEB Headquarters
Urbana, Illinois
May 26, 1955

Appendix A

PROPOSED BUDGET
July 1, 1956 to June 30, 1961

ANNUAL BUDGET SUMMARY (1)

Salaries	\$29,750.00
Seminars, Travel, Research	13,000.00
Supplies	5,550.00
Administrative Expense (5%)	2,540.00
Annual Total Needed	<u>\$50,840.00</u>

Estimated income:

- From publications (including Newsletter) \$ 840.00
- Other income from NAEB Treasurer (reimbursement for other services and materials provided the Association by the Kellogg Project) 3,000.00

Total Estimated annual income 3,840.00

Total annual sum requested from the W.K. Kellogg Foundation \$47,000.00

Five-year total requested \$235,000.00

BUDGET ANALYSIS

<u>Salaries and Wages</u>	
Executive Director	\$11,730.00
Associate Director	9,000.00
Secretary	3,972.00
Clerk-Stenographer	2,784.00
Miscellaneous Labor	1,000.00
Retirement (Employer's contribution - 7.79%)	2,141.16
Workmen's Compensation (1.5%)	427.29
	(\$31,054.45)
	\$29,750.00 (2)

Seminars, Travel, Research

Seminars	\$ 3,000.00
Regional Meetings	1,500.00
Executive Committee and Directors' Meetings	1,500.00
Office(r) Travel	3,500.00
NAEB Committees	1,500.00
Research	2,000.00
	<u>\$13,000.00</u>

Supplies and Expenses

Mailing, express, freight	\$ 1,200.00
Office supplies and expenses	1,000.00
Periodicals, books, clipping service	500.00
Telephone and telegraph	500.00
Equipment (Incl. parts replacement)	350.00
Publications	2,000.00
	<u>\$ 5,550.00</u>

- (1) All budget items averaged for five-year period
- (2) Net figure based on anticipated savings in some salary items because of changes in personnel

227 Gregory Hall
June 15, 1955

Mr. Robert Gentry:

"Better Educational Broadcasting," a 12x18 printed proposal was "addressed to the W. K. Kellogg Foundation by the University of Illinois, acting in behalf of the Educational Broadcasters of the United States through their working association, the National Association of Educational Broadcasters." Appended are extracts from the proposal which might be helpful to have in your files. See Appendix.

My own recollections of the establishment of the Broadcasting (NAEB) Revolving fund are that the fund was established after a conference, or conferences, between Mr. Farber and Mr. James S. Miles, then Executive Director of NAEB, and as such director of the Kellogg project. The Revolving Fund was established for the purposes of handling miscellaneous funds and for providing machinery by which the University would collect payments (assessments) from NAEB stations using the NAEB Radio (Tape) Network services. Part of the proposal, and agreement, was that NAEB should pick up progressively costs of operating the network. The Revolving fund made it possible to carry out the agreements between the University, NAEB, and the donor.

While it would be possible for NAEB to collect its own funds from members for network service, I feel that, during term of the grant, it might be questionable whether this would be in good faith. Since the proposal indicated that NAEB members would progressively pick up the costs, I think it follows that there was and is an obligation to be sure that agreements are kept by all parties. The only way the University can be sure is to collect the funds. Because they are part of the total trust picture, I also believe that if and when the Kellogg project should be determinated, the funds collected would logically belong to the Association.

For the term of the project, therefore, I would suggest continuation of handling of funds as in the past, with possible exception of classifying them as trust funds rather than revolving or service funds.

Frank E. Schooley
Director
University Broadcasting

A P P E N D I X*

Purposes

1. To promote the general improvement of radio and television broadcasting:

IT IS PROPOSED to provide strong educational broadcasts by bringing out the great undeveloped strength in educational stations which already exist.

2. To improve the quality of educational programs--the key to better public service:

IT IS PROPOSED to help educational stations combine their programming strengths by exchanging their best programs on a tape network; thus they can improve the average of their daily performance, and at the same time be free to concentrate their own program-making on fewer and better programs. These stations can't afford a wire network, like NBC or CBS, but they can do almost as well with a tape network for 2 per cent of the cost. This would be the keystone of the whole program.

IT IS PROPOSED to make possible the assembling of the united resources of education behind several annual series of distinguished programs in health, civic betterment, government and international relations, history, fine arts, ideas important for our time--these programs to be broadcast nationally on the tape network and offered to such commercial stations as might want them;

IT IS PROPOSED to provide workshops, work group meetings, and a central point for idea and information exchange, by means of which stations can study the problems of educational programming.

3. To improve the management and upgrade the personnel of educational stations:

IT IS PROPOSED to help the educational broadcasters, by means of conferences, fellowships, and related devices, to train adequate personnel;

IT IS PROPOSED to concentrate some expert attention on the problems of educational station management;

IT IS PROPOSED to help these stations develop audience and effect studies by which to judge their performance and redirect their planning.

* From "Better Educational Broadcasting", pages 14 and 15.

4. To help educational institutions become more efficient broadcasters:

IT IS PROPOSED to remedy this by developing strongly programmed, staffed, and managed stations;

IT IS PROPOSED to help educational institutions think through the problem of where broadcasting belongs in their operation; contributing to this goal will be a continuing series of studies on the place of broadcasting in a community--how a community can learn to use broadcasting better; how a university can best combine its broadcasting with its publications and extension services; how broadcasting can be of most use to a rural school system, etc.;

IT IS PROPOSED to help educational institutions map their road into television; contributing to this goal will be some studies of TV use and potential in a community, and a continuing collection and distribution of information on the use and effect of TV;

IT IS PROPOSED to help institutions arrive at a sound assessment of broadcasting's place in their educational plans, and consequently to develop a financial program adequate to support it.

Organization and Administration

It is proposed that the educational broadcasting association appoint a special committee composed of five members. This committee would have the responsibility for determining policy and choosing the necessary personnel for operating the program. The committee would meet at regular intervals, choose the various educational broadcasting stations that will be included in the project, review the budget, evaluate the work and cause annual reports to be made.

The University of Illinois has agreed to act as the official custodian of the funds which would be placed in a special account and managed in the same general fashion as the funds for the Rural Editorial Service by the University of Chicago.

PROGRESS REPORT
(JULY 1, 1954-JUNE 30, 1955)
TO THE

W.K. KELLOGG FOUNDATION

FROM THE

NATIONAL ASSOCIATION

OF

EDUCATIONAL BROADCASTERS

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To the W. K. Kellogg Foundation

PROGRESS REPORT
(July 1954-June 1955)

from the

National Association of Educational Broadcasters

This is a progress report of the educational broadcasting activities made possible by a grant by the W. K. Kellogg Foundation to the University of Illinois, on behalf of the educational broadcasters of the United States through their working association, the National Association of Educational Broadcasters.

The NAEB Radio Network

During the first four years of the W. K. Kellogg Foundation grant the original "Tape Network" has undergone great changes. It has won many awards and other types of recognition. It has served as a model for both commercial broadcasters in America and comparable operations in several foreign countries. It has given new impetus to educational broadcasting in America as described in the statement contained in our earlier grant renewal request. (Exhibit 2)

The variety, selectivity, organization, overall quality of offerings of the NAEB Radio Network have constantly increased, as will be seen from reference to Exhibits 3 and 4. (Exhibit 5 shows tape inventory and tape attrition.)

With the expiration of this fiscal year, the Network has reached that stage in its development at which it is now entering the first year of its self-support phase.

Herewith a tabular overview of the activities of the Network Committee, and stations subscribing to the Network during the past year.

<u>Programs</u>	<u>Adult Programs</u>	<u>In-School Programs</u>
Submissions considered	94	44
Withdrawn due to clearance problems	1	--
Approved by the Committee	50	9
Not approved by the Committee	37	25
Still under consideration	6	10

Number of stations on Network as of June 30, 1954 - 82

Number of stations on Network as of June 30, 1955 - 76 (See Exhibit 6)

(Network Assessment fees were increased by 50% on July 1, 1954)

Membership

The growth of membership in the NAEB could be predicted neither with reference to magnitude nor type of station at the beginning of the present grant. The growth of educational television has added to the NAEB leadership an energy and a demand for services out of all proportion to the number of stations on the air. If only some 14 members of the NAEB represent television stations, they certainly represent a larger proportion of the need for services and the number of personnel engaged. The growth of community- as well as institutionally-based stations has also provided a new type of concept of educational broadcasting, as well as new membership representation of high caliber, the directors of several of these stations having been distinguished educators, college and university presidents and individuals of like stature, which speaks well for the increasingly high professional caliber of NAEB membership representatives.

The caliber of personnel is increasingly being improved also by the scholarship, workshop, and other staff upgrading projects which the NAEB operates.

Along with the growth of Active membership, there has been an increasing growth in the number and influence of Associate members----those who broadcast over commercial stations. Another category, Affiliate membership, enables interested individuals or organizations which would not qualify for Active or Associate status to affiliate themselves with the NAEB and find an opportunity to support its aims and objectives.

Finally, in order to provide recognition on an extremely selective basis to leaders in government and industry who have contributed greatly to educational broadcasting, the category of Honorary membership has also been created. Three Honorary members are also to be numbered in the membership of the NAEB at the present time.

Below is a table showing the status of memberships by various categories over the past year.

<u>Membership</u>	<u>6/30/54</u>	<u>6/30/55</u>	<u>Increase</u>
Active	113	121	8
Radio	(105)	(109)	(4)
Television	(8)	(12)	(4)
Associate	97	104	7
Radio	(95)	(102)	(7)
Television	(2)	(2)	--
Affiliate	25	37	12
Honorary	<u>2</u>	<u>3</u>	<u>1</u>
Total	237	265	28
Percentage of increase - 11.8%			

The NAEB has members (either Active, Associate, or Affiliate) in 40 states, Puerto Rico, Hawaii, District of Columbia, and Canada, as follows:

Active members in 33 states, Puerto Rico and Hawaii
Associate members in 34 states
Affiliate members in 14 states and Canada

Number of applications rejected by the Board of
Directors during the year - 1
Number of applications still being considered - 4

NAEB-Sponsored Conferences

One of the needs of educational broadcasters as outlined to the W. K. Kellogg Foundation at the time of the first request for a grant, mentioned the need for funds to enable educational broadcasters to meet together to plan constructive steps and program and idea exchanges. This has included meetings of officers,

meetings of those committees most concerned with going problems, regional and area conferences and occasionally special meetings for special purposes.

NAEB and NAEB-conducted meetings held during the past fiscal year include:

REGION IV CONFERENCE - Ames, Iowa, October 1, 1954

REGION II CONFERENCE - Atlanta, Georgia, April 1-2, 1955

REGION I CONFERENCE - Amherst, Massachusetts, April 8-9, 1955

REGION V MEETING - Columbus, Ohio, (IERT), April 14, 1955

SPECIAL ADVISORY COMMITTEE MEETING - Urbana, Illinois, October 5, 1954

EXECUTIVE COMMITTEE MEETING - Chicago, Illinois, February 20, 1955

BOARD OF DIRECTORS MEETING - New York (NAEB Convention), October 24-30, 1954

BOARD OF DIRECTORS MEETING - Columbus, Ohio, (IERT), April 11-14, 1955

ENGINEERING COMMITTEE MEETING - Chicago, Illinois, July 9-10, 1954

ENGINEERING COMMITTEE MEETING - Chicago, Illinois, December 17, 1954

ENGINEERING COMMITTEE MEETING - Washington, D. C., May 22-25, 1955

IN-SCHOOL COMMITTEE MEETING - Urbana, Illinois, January 4, 1955 (Network Manager and Chairman only)

IN-SCHOOL COMMITTEE MEETING - Urbana, Illinois, February 9-11, 1955

IN-SCHOOL COMMITTEE MEETING - Columbus, Ohio, (IERT), April 12, 1955

GRANT-IN-AID COMMITTEE MEETING - Chicago, Illinois, February 16, 1955

RESEARCH COMMITTEE MEETING - East Lansing, Michigan, February 21-22, 1955

ORGANIZATIONAL LIAISON COMMITTEE MEETING - Columbus, Ohio, April 13, 1955

ADVISORY COMMITTEE TO THE PRESIDENT OF THE EDUCATIONAL TELEVISION AND RADIO CENTER - Columbus, Ohio, (IERT), April 11, 1955

1955 CONVENTION COMMITTEE MEETINGS - Chicago, Illinois, November 7, 1954; December 16, 1954; January 13, 1955; February 14, 1955

NAEB 1954 CONVENTION - New York - October 27-30, 1954 - Attendance of approximately 300, and 24 Exhibitors

BOARD OF DIRECTORS MEETING - Chicago, Illinois, June 19, 1955

Representation

Harry J. Skornia

Chicago, Illinois - October 14, 1954, American Council on Education Conference

Lafayette, Indiana - October 18, 1954, Annual Conference of the American College Public Relations Association

Chicago, Illinois - November 7-8, 1954, American Council on Education

St. Louis, Missouri - November 15-16, 1954, American Council on Education

Chicago, Illinois - December 28-29, 1954, National Speech Association

Ann Arbor, Michigan - February 25-26, 1955, ETRC Affiliate Meeting

Washington, D. C. - May 3-4, 1955, Edison Foundation Meeting and American Academy of Economics and Political Science Meeting

Indianapolis and Bloomington, Indiana - May 9, 1955, Dedication of WIAN, Indianapolis, and inspect new TV set-up at Indiana University

Kansas City, Missouri - May 24, 1955, Kansas City Educational Radio-TV Meeting

Pittsburgh, Pennsylvania - June 24-26, 1955, Catholic Broadcasters Association Annual Meeting

Washington, D. C. - June 27-28, 1955, JCET In-School Seminar

Washington, D. C. and New York, New York - June 28-July 1, 1954; July 20-22, 1954; October 3, 1954; January 18-20, 1955, Joint ACE-TV Committee, ETRC, JCET, NCET and NAEB Meetings

Harold E. Hill

Chicago, Illinois - November 5-6, 1954, Council of National Organizations

St. Louis, Missouri - April 1-2, 1955, Central States Speech Association Convention

Chicago, Illinois and East Lansing, Michigan - several meetings
--NPAC

Graydon Ausmus

Washington, D. C. and New York, New York - June 28-July 1, 1954;
October 3, 1954, Joint ACE-TV Committee, ETRC, JCET, NCCT and
NAEB Meetings

Frank Schooley

Washington, D. C. and New York, New York - November 9-10, 1954;
January 18-20, 1955, Joint ACE-TV Committee, ETRC, JCET, NCCT
and NAEB Meetings

New York, New York - June 23, 1955, Meeting of the Executive
Committee of the ETRC Board

Washington, D. C. - June 27-28, 1955, Meeting of the JCET Board

Member Station Visitations

Harry J. Skornia, Harold E. Hill, and John Holt

Ames, Iowa - Region IV Conference, October 1, 1954

Frank Schooley

Atlanta, Georgia - Region II Conference, April 1-2, 1955

Harry J. Skornia

Toledo, Ohio; East Lansing and Ann Arbor, Michigan -
September 20-23, 1954

Houston, Texas - November 29, 1954

Los Angeles, California - November 30-December 1, 1954

San Francisco, California - December 2-4, 1954

Seattle, Washington - December 5-6, 1954

Pittsburgh, Pennsylvania - April 6 and June 24, 1955

Amherst, Massachusetts - April 8-9, 1955

Boston, Massachusetts - April 9, 1955

Kansas City, Missouri - May 24, 1955

Mail, Correspondence and Shipping

The NAEB is the recipient of many inquiries and requests for information from educators, American and foreign research organizations and scholars, private and government agencies, students and others, as well as from its own members. Handling such requests involves both the sending of a considerable volume of published and form materials as well as a large number of individual letters from the Executive Director and other members of the staff.

The NAEB is extremely proud to observe the extent to which it has come increasingly to be considered as the natural and central source for information on the use of the wireless media in education. It is conscientious in handling such requests with as much courtesy and dispatch as is possible.

Based on a two-week sampling, the following amount of correspondence was handled during the year:

	IN		OUT	
	<u>1st Class</u>	<u>Other</u>	<u>1st Class</u>	<u>Other</u>
Daily Average	48	15	82	25
Weekly Average	284	87	492	150
Yearly Total (projected)	14,760	4,498	25,584	7,774

The above does not include tape shipments. These averaged 609 tapes a week, with the peak week (during December) being 1,013.

Publications and Materials

During the past year many of the earlier efforts and accumulations of the Association have begun to reach fruition. For the first time directories of all the trained personnel in educational broadcasting in the United States by categories have been prepared. A history of the NAEB and of educational broadcasting has been prepared. A centralized research inventory has been set up. The NAEB Newsletter goes monthly to 41 states, the District of Columbia, Puerto Rico, Hawaii, and 15

foreign countries. Production and management manuals have been compiled and published, clearance and legal services have been initiated. International exchange of publications as well as personnel, programs, and ideas has been firmly established.

Below is a listing of only those publications and materials produced during the fiscal year 1954-55. An equal or greater volume of comparable materials will be produced each year in the future, if the NAEB is enabled to continue its present type operation.

Major reports, surveys, directories, etc.

Directory of Technical Personnel
Directory of Educational Broadcasters
Report of the First NAEB TV Engineering Workshop
Report of the Second NAEB TV Production Workshop
Educational TV Fact Sheet Service (Schramm-Skornia)
NAEB Membership Directory (Revised)
SOME COMPARISONS BETWEEN BRITISH AND AMERICAN TELEVISION - Suchy
THE ADMINISTRATIVE PROBLEMS OF THE 10-WATT EDUCATIONAL FM STATION -
Perry
THE NAEB - A HISTORY - Hill
Report of NAEB Region IV Meeting
Report of NAEB Region VI Meeting

Minor brochures, pamphlets, etc.

YOUR FUTURE IN EDUCATIONAL BROADCASTING
THE SOLUTION FOR YOUR STAFF NEEDS
NAEB -- 1955
Announcement of 1955 Summer Scholarships in Television
Announcement of Third NAEB TV Production Workshop
Announcement of Second NAEB Engineering Workshop
Prix Italia Announcement
THE NAEB
THE NAEB NETWORK
1955-56 Grant-in-Aid Announcement
NAEB Constitution
ESTIMATED POPULATION OF AREAS SERVED BY EDUCATIONAL RADIO STATIONS
IN THE UNITED STATES - Harwood
CLEARANCE, RIGHTS, AND LEGAL PROBLEMS OF EDUCATIONAL RADIO AND
TELEVISION STATIONS - F. E. Siebert

12 (monthly) issues of the NAEB Newsletter

2 issues of the Engineering Newsletter

Publications in Process

Report of Station Management Seminar (an Educational TV Station
Management Manual)
Report of NAEB Region I Conference

(See Exhibit 7 for a list of materials currently available from the NAEB, and Exhibit 8 for a list of previously distributed materials now out of print.)

Committee Activity

Perhaps one of the greatest accomplishments achieved under the W. K. Kellogg Foundation grant, supplementing the seeking out and constantly training personnel for educational broadcasting, has been the providing of a structure for harnessing the knowledge, energy and ideas of the individuals and institutions who represent its membership. This resource is a volunteer one. If it had to be purchased, it would cost in the millions of dollars.

The W. K. Kellogg Foundation grant, with the funds provided for the organization of this committee structure, and with the assistance it makes possible to enable committees to meet as well as to have funds for studies, has provided this framework.

Indicative of committee functions are those selected committee reports as presented at the NAEB's latest meeting, in Columbus, April 12 and 13, attached as Exhibits 9-16. Attention is called also to the mutually interlocking nature of these committees. For instance, although the planning of 1) the means of training for and increasingly attracting good people to careers in educational radio and TV, 2) the improvement of the qualifications and prestige of present station staff, 3) cooperation with industry in the staff development areas and 4) providing a framework under which economically feasible experimentation and research can proceed, is the function of the Professional Advancement Committee, the following committees, among others, cannot escape involvement therein as well:

The Grant-in-Aid Committee, in allocating funds from the ETRC in such a way as to result in maximum benefit to the development of production techniques and local talent as well as benefit to the NAEB Radio Network and to the nation as a "third program" service.

The Engineering Committee in its concentration on planning workshops, the Engineering Newsletter, Technical Tips, etc.

The Research Committee in the collection of consultant resources represented by the recent "who's who" in educational broadcasting represented in the recently published DIRECTORY OF (NAEB MEMBER) EDUCATIONAL BROADCASTERS.

Also involved are such committees as the Associate Members Committee, seeking to set increasingly higher standards for qualification for membership; the Awards and Citations Committee, seeking out and honoring leaders from within the ranks of educational broadcasters; Convention Planning Committees, securing the best possible speakers, and demonstrations of the best efforts realized by its members, the educational broadcasters of the U.S., and so on.

Personnel

One of the great strengths of the NAEB is the use it makes of volunteer manpower, that is the time and energy of officers, directors, committee members, and ordinary active contributing members who receive no reimbursement from the Association. Nevertheless, the increasingly important services and functions of the organization must be coordinated by a permanent staff. This staff was set up and a national headquarters created with funds provided by the W. K. Kellogg Foundation grant. It is only the existence of this permanent staff in Headquarters which provides the mechanism to make possible the NAEB's handling of other grants from other organizations and foundations and to carry on the responsibilities and services of the Association.

Herewith the tabular picture as of June 15, 1955, of personnel employed by the national NAEB Office at 14 Gregory Hall, on the campus of the University of Illinois.

	<u>Date of Employment</u>
HEADQUARTERS	
Harry J. Skornia, Executive Director	6/ 1/53
Harold E. Hill, Associate Director	2/15/54
Winifred Coatney, Secretary	4/12/54
Joanne E. Youngquist, Clerk-Typist II	8/ 1/54
NETWORK	
John Holt, Network Manager	7/ 1/51
Janet Strandjord, Assistant Network Manager - Traffic	3/28/55
Glenn Blackburn, Assistant Network Manager - Production	2/ 8/54
Donald E. Weber, Clerk III	9/16/54
Donald D. Dean, student---part-time	2/10/55
Wm. E. Bicknell, student---part-time	1/ 4/55
*ENGINEERING SERVICE	
Cecil S. Bidlack, NAEB TV Engineer	7/ 1/54
Cathryn Polanka Reed	6/17/54
*PLACEMENT SERVICE	
Robert E. Underwood, Jr.	10/18/54

Former Staff Members

	<u>Date of Employment</u>	<u>Date of Resignation or Transfer</u>
James S. Miles	9/ 1/51	12/31/52
Frank E. Schooley	1/ 1/53	5/31/53
Mary L. Reaser	4/23/54	7/21/54
Rosaline Biason	6/18/51	3/31/55
Patricia Gerrity	10/ 2/54	1/27/55
Diane Aronovsky	9/ 2/53	9/23/54
Christa R. Schneider	9/ 8/53	8/24/54
Jack Kuntz	5/ 1/54	7/29/54
Jerrold S. Rosenwasser	9/14/54	1/27/55
Marilyn Stuebe	2/10/55	5/21/55
Don Walker	3/26/54	10/31/54

*FAE-supported

LIST OF EXHIBITS

1. Financial statement for period July 1, 1954 - May 31, 1955
2. Request for five-year grant renewal (copy)
3. Series distributed by the NAEB Network and their utilization
4. Table I: Number of series and Network hours from various sources
Table II: Number of series and Network hours per type of program
5. NAEB Radio Network tape status as of June 30, 1955
6. List of stations using NAEB Radio Network
7. List of materials currently available from NAEB
8. List of previously distributed materials now out of print
9. Report of Radio Network School Committee
10. Report of Research Committee
 - 10A. "Estimated Population of Areas Served by Educational Radio Stations in the United States"
11. Report of the Professional Advancement Committee
 - 11A. Announcement of 1955 NAEB TV Scholarships
 - 11B. Announcement of Third (1955) NAEB TV Production Workshop
 - 11C. List of NAEB TV Scholarship winners
 - 11D. List of NAEB TV Production Workshop fellows
12. Report of Engineering Committee
 - 12A. Announcement of Second (1955) NAEB TV Engineering Workshop
 - 12B. List of NAEB TV Engineering Workshop fellows
13. Report of Associate Members Committee
14. Report of Grants-in-Aid Committee
 - 14A. 1955 Grants-in-Aid announcement
15. Report of Radio Network Acceptance Subcommittee
16. Report of 1955 Convention Committee

June 30, 1955

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

On behalf of the NAEB Board of Directors and President Frank Schooley, I take pleasure in forwarding to you, herewith, the following items:

- 1) NAEB Progress Report for 1954-55, the fourth year of the present grant.
- 2) Request for Renewal of Existing Grant (for fiscal year 1955-56)
- 3) Budget Status Report as of the end of the first eleven months (Exhibit 1).

The final University of Illinois Accounting Office fiscal-year report will be forwarded as soon as final billings are cleared and posted, in approximately one month, as was done last year.

Since much of the narrative statement of progress during the last year is included in the five-year grant renewal request (particularly from page one: "The NAEB Radio (Tape) Network" through page eight: "What is the NAEB Today?"), sent to you May 26, the present statement is restricted to brief summary statements and appropriate exhibits. A copy of this earlier request is attached (as Exhibit 2) for convenience of reference at this time.

If there is any additional information which the Foundation would like either oral or written, we would consider it a pleasure to provide it.

Once again our most sincere thanks for the significant contributions to American education and world broadcasting which the W. K. Kellogg Foundation grant to the NAEB has made possible.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:cr

227 Gregory Hall
July 11, 1955

Comptroller H. O. Farber: RE: Audit Report--NAEB
Revolving and Kellogg Foundation
Tape Network

Re Comment 2, I concur.

Re Comment 3, the \$945 item should be transferred to
JRN BROADCASTING RADIO STATION.

I can't see it being material whether
\$9600-item is charged to Trust Kellogg Foundation or
to Trust-NAEB.

On the additional items, I'd appreciate
additional information because I can not recognize all
factors involved from the little data contained in your
auditor's report.

Re Comment 4, I recommend, as I did to the auditor and
have to members of your staff on previous occasions, that
the NAEB Broadcast Revolving (Trust-NAEB) not be charged
to 5 per cent overhead for the term of the present grant,
inasmuch as these details are not clearly covered by
the contract with Kellogg, and no such indication was
made to NAEB at the time the revolving fund was established.

Frank E. Schooley
Director, Broadcasting

cc: Director Skornia
Mr. Dahlenburg
Mr. DeLong
Mr. Edwards
Mr. Smith

Also copy to Julia H. H.

cc-
Julius Hunt
JUL
WILL & RUS
UNIVERSITY OF ILLINOIS

June 15, 1955

AUDIT REPORT--NAEB Broadcast
Revolving and Kellogg Foundation
Tape Network, June 30, 1951 to
January 31, 1955

Professor Schooley:

The operations of the NAEB Broadcast Revolving and Kellogg Foundation-Tape Network accounts for the period July 1, 1951 to January 31, 1955, have been audited and the report is attached for your information and use.

In Comment 2 it is suggested that the funds in the Revolving account belong to the National Association of Educational Broadcasters and that the operation should be reclassified in the University accounts. It is my understanding that both you and Mr. DeLong agree that any unexpended balance remaining in the account should be returned to the Association, should the headquarters for the project be transferred from this campus at some future time. In view of this interpretation of the ownership of the funds and equipment purchased, the operation is being reclassified in our accounts at July 1, 1955, and included in the current restricted trust fund group of accounts.

Comment 3 discusses a number of equipment items which are improperly classified. Therefore, I am asking the Purchasing Division to take the initiative in correcting all inventory records.

Comment 4 states that overhead charges to the Kellogg Foundation-Tape Network account have been computed as 5 per cent of receipts, rather than being based on total expenditures. Since the agreement with the Kellogg Foundation provides for basing overhead on total expenditures, the Accounting Division should make an adjustment to correct for the excessive overhead charges.

It appears that the transactions of the Kellogg Foundation Tape Network account and the Revolving account are very similar and that the accounts are used for the same purposes. Therefore, it would appear to be entirely appropriate for a 5 per cent overhead charge to be made against the Revolving fund. I would be glad to have your recommendation relative to this suggestion.

HOF:ML

cc: Director Skornia
Mr. Dahlenburg
Mr. DeLong
Mr. Edwards
Mr. Smith

H. O. Farber
H. O. Farber

Audit Report
N.A.E.B. Broadcast Revolving and
Kellogg Foundation-Tape Network
June 30, 1951 to January 31, 1955

General

A grant from the Kellogg Foundation amounting to \$245 350, payable in five annual installments, was accepted by the President of the University on May 28, 1951 and his actions were confirmed by the Board of Trustees at their meeting held on June 13, 1951. Subsequent commitments have increased the original grant to \$286 093.

The purpose of the grant was primarily to provide funds to establish a program which would give the impetus needed to strengthen and promote the general improvement of educational radio and television broadcasting. The receipt and disbursement of the funds are recorded in the account "Kellogg Foundation-Tape Network."

The basic operating costs of the National Association of Educational Broadcasters (N.A.E.B.) Radio (Tape) Network (a part of the Kellogg project) are being assumed by member stations of the N.A.E.B. on a gradual plan over a five year period. Assessments to these member stations, and other income from the sale of tapes, publications, and services derived as a result of the project are recorded in the N.A.E.B. Broadcast Revolving account which was authorized and established in October, 1951. This income is used for general network expenses and supposedly will be sufficient at the end of five years to continue the basic operations of the project.

Scope of Audit

The N.A.E.B. Broadcast Revolving and the Trust Kellogg Foundation-Tape Network accounts were examined from the date of the first posting entry on June 30, 1951 through January 31, 1955.

All receipts and expenditures for the N.A.E.B. Broadcast Revolving account were scrutinized and equipment charges were traced to inventory records. A summary of the activity is shown in Exhibit A attached. The total credits and expenditures posted to the Kellogg Foundation-Tape Network account were summarized and the results shown in Exhibit B attached.

The relationship between N.A.E.B. Broadcast Revolving and the Kellogg Foundation-Tape Network accounts was ascertained. The original proposal to the Kellogg Foundation and the conditions in a subsequent agreement were reviewed.

The allowable charges for overhead payable from the Trust Kellogg Foundation-Tape Network account were computed and traced to the actual charges made by the Accounting Division. The entries for the transfer of funds from the N.A.E.B. Broadcast Revolving account to the Kellogg Foundation-Tape Network account were examined.

Comments

1) Through January 31, 1955 the Kellogg Foundation had remitted the total of \$243 350 to the University, leaving a commitment balance of \$42 743, which is scheduled to be used in the fifth year of the project beginning July 1, 1955. Because of an error made in 1952, net credits posted by the Business Office were \$102 less than the actual amount received. The adjustment was automatically made later when N.A.E.B. Broadcast Revolving, the other account involved, absorbed all overdrafts in the trust account.

At January 31, 1955, net expenditures charged to the account amounted to \$228 571 82, leaving an unexpended balance of \$14 676 18. These expenditures are exclusive of the \$23 214 90 which was originally charged to the Kellogg Foundation-Tape Network account but later transferred to N.A.E.B. Broadcast Revolving to alleviate overdrafts in the former account.

The total N.A.E.B. Broadcast Revolving income since the account was established in October, 1951 amounted to \$73 870 81. Approximately \$32,000 of this income was received after July 1, 1954. Expenditures, including the \$23 214 90 transferred from the Kellogg Foundation-Tape Network account totaled \$43 675 54, leaving a balance of \$30 195 27 in the account at January 31, 1955.

2) The Kellogg Foundation-Tape Network account has been classified as a current restricted fund while the N.A.E.B. Broadcast Revolving account is in current general funds. Expenditures from the two accounts appear to be for the same basic purposes.

Members of the department are of the opinion that the revolving funds are not University funds but belong to the National Association of Educational Broadcasters. If the revolving funds are not University funds, and if the unexpended balance could not be lapsed into general University income if the program were discontinued, then this account probably should be carried as an agency account. Furthermore, if this is an agency account, perhaps the University should consider assessing a service or overhead charge similar to that charged student organizations or various trust accounts.

The entire question may be of minor importance at the present time, however, we believe the status of the N.A.E.B. Broadcast Revolving account should be clarified immediately to prevent the possibility of future misunderstanding as to the ownership of both the funds and equipment inventory.

3) In addition to tracing equipment charges to the inventory records, equipment was traced from the inventory records to the original charges. Our findings are commented on below.

A transfer of equipment frequently does not involve an exchange of cash. The transfer is handled by the inventory section of the

Purchasing Division as a non-cash transaction by deleting the item from one control account and adding it to another, provided the transfer involves a new custodian. The inventory section is not concerned with transfers within a college or department when the jurisdiction or responsibility is the same. Only cash transactions are reconciled with the Accounting Division each month.

At the time of our audit the Broadcast Revolving inventory consisted of 18 items of equipment costing \$1 611 50. Of this amount \$987 35 was originally charged to a special appropriation, Navy Pier Recording Studio Equipment. This equipment is located in Chicago. The balance of \$624 15 was originally charged to the Radio Station appropriation account. If the N.A.E.B. Broadcast Revolving funds are not State funds, then the ownership of the above equipment possibly should be clarified.

Our audit also revealed that equipment costing \$27 731 36 was deleted from the State inventory in September, 1954 and added to the Kellogg Radio Foundation inventory. The executive director of the N.A.E.B. requested the transfer and approval was granted by the State Auditor. However, included in the transfer were two items costing \$945 which had originally been charged to Kellogg Foundation-Tape Network account and later the charge was transferred to the Radio Station appropriation account. Also, another item costing \$9 600 00, which was originally charged to the N.A.E.B. Broadcast Revolving account, was included in the transfer.

Since these three items no longer appear on the State inventory and since they were originally charged to accounts classified as State funds, in our opinion, an adjustment should be made by the transfer of \$10 545 from the Kellogg Foundation-Tape Network account with \$945 going to Radio Station and \$9 600 to N.A.E.B. Broadcast Revolving, or by transferring this equipment back to the original account.

4) The original agreement with the Kellogg Foundation authorized the University to collect overhead equal to five percent of the expenditures from the Kellogg Foundation-Tape Network account. However, instead of basing the charge on five percent of the expenditures, the University has made a levy of five percent on moneys received, which in effect charges overhead on overhead. Assuming that all of the moneys received through January 31, 1955 will be expended, overhead collections based on expenditures (excluding overhead expenditures) would total \$11 588 10, or \$579 40 less than the \$12 167 50 actually charged.

Approved

Stanley C. Smith
Stanley C. Smith
Auditor

Henry T. Kink
Henry T. Kink
Senior Accountant

HTK:ml

April 25, 1955

Summary of Credits and Expenditures
Through January 31, 1955

Credits

Assessments	\$62 215 19
Sale of Publications	3 405 57
Tapes: dubbed, rented or sold	2 450 10
N.A.E.B. for services rendered	
--10 mos. @ \$300 00 per month	3 000 00
N.A.E.B. for mailing costs, secre-	
tarial services, supplies, etc.	1 978 05
Postage billed to N.A.E.B. members	802 40
Miscellaneous	19 50
	<hr/>
Total credits	\$73 870 81

Expenditures

Equipment	9 600 00
Recording Tape	1 189 73
Travel	4 869 64
Mailing, Express, Freight	296 29
Office Supplies	507 66
Telephone & Telegraph	31 48
Recording Service	15 00
Machine repair	2 485 39
Printing	612 40
Transfers to Kellogg Foundation-	
Tape Network account	23 214 90
Professional consultation	370 00
Radio Station coverage maps	217 48
Seminar dinner	67 72
28 copies "Production Workshop"	(56 00)
13 books "Ways of Mankind"	24 38
Reading Service	36 00
Miscellaneous	193 47
	<hr/>
Total Expenditures	43 675 54

Balance, January 31, 1955 per Ledger

\$30 195 27

HTK:ml

April 25, 1955

Trust Kellogg Foundation-Tape Network
 Ledger Summary of Receipts and Expenditures
 Through January 31, 1955

Period Ending	Expenditures	Credits	Ledger Balance
June 30, 1951	\$ 5 386 38	\$ 74 850 00	\$69 463 62
June 30, 1952	49 532 09	(102 00)	19 829 53
June 30, 1953	62 816 62	50 500 00	7 512 91
June 30, 1954	75 012 91	67 500 00	-0-
January 31, 1955	35 823 82	50 500 00	14 676 18
Totals	<u>\$228 571 82(1)</u>	<u>\$243 248 00(2)</u>	<u>\$14 676 18</u>

- (1) Expenditures of \$23 214 90 were transferred from N.A.E.B. Broadcast Revolving account to cover overdrafts, and the amount has been deducted from the net total of \$228 571 82.
- (2) Paid in by Kellogg Foundation \$243 350 00 less deduct credits of \$100 00 and \$2 00 made in error. No adjustment is necessary.

HTK:ml
 April 25, 1955

UNIVERSITY OF ILLINOIS

RECEIVED
RADIO STATION

AUG 24 1 15 PM 1955

WILLIAMS
UNIVERSITY OF ILLINOIS

227 Gregory Hall
August 19, 1955

President Lloyd Morey:

In the original W.K. Kellogg Foundation, the University and Kellogg agreed upon a grant in amount of \$245,000 over a 5-year period. Subsequently, Kellogg agreed to increase the total to provide additional help on the project.

To date the Bursar's office has received funds in the amount of \$243,350 on the total grant. These have been made in five different payments. Presently, the Bursar's office has a check in amount of \$42,743, which is \$40,743 in excess of the original gift. I recommend that the Bursar be authorized to accept this check, thus increasing the total grant from Kellogg to \$286,093.

Frank E. Schooley

FES/jr

August 24, 1955

Director Schooley
Mr. DeLong

Acceptance is hereby authorized.

A. J. Janita
Assistant to the President

227 Gregory Hall
August 19, 1955

President Lloyd Morey:

In the original W.K. Kellogg Foundation, the University and Kellogg agreed upon a grant in amount of \$245,000 over a 5-year period. Subsequently, Kellogg agreed to increase the total to provide additional help on the project.

To date the Bursar's office has received funds in the amount of \$243,350 on the total grant. These have been made in five different payments. Presently, the Bursar's office has a check in amount of \$42,743, which is \$40,743 in excess of the original gift. I recommend that the Bursar be authorized to accept this check, thus increasing the total grant from Kellogg to \$286,093.

Frank E. Schooley

FES/jr

(Note to the Board. This should be considered confidential, for your own use only. It is an exact carbon of the letter, to which only this note has been added.)

H. SK.

September 22, 1955

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

Herewith the supplementary material and statements you requested in your letter of June 30, as additional background for our request of May 26 to the W. K. Kellogg Foundation.

Specifically this statement covers the final two items you requested: NAEB plans to take over various functions heretofore Foundation-supported and plans for increasing the regular and stable sources of income of the Association.

During the past several months the Presidents and Board Chairmen of the various groups primarily concerned with educational broadcasting [the American Council on Education (ACE); the Educational Television and Radio Center (ETRC); the Joint Committee on Educational Television (JCET); the NAEB; and the National Citizens Committee for Educational Television (NCCET)] have been holding regular meetings to plan the phasing out of some of these organizations, and the reduction in the budgets and overlapping activities of others. Both of these steps will of course result in the need for the NAEB to assume an increasing share of the total responsibility in the educational communications structure of the nation.

It had been our hope, when we earlier suggested that we delay this present statement pending the outcome of these discussions, that a clear statement of the new arrangement would be available by this month, so that we might provide it to you with this letter. Although results are most encouraging from our point of view, this statement is not yet available. However, we did not feel it wise or desirable to delay our statement to you any longer. Final developments in this inter-organizational area can still be provided you in any case in the oral discussions which will undoubtedly be necessary prior to final decisions on the part of the W. K. Kellogg Foundation.

Herewith, therefore, the statement of our plans and situation as far as it is now possible to provide it.

During the past year several steps have been taken to explore the extent to which the NAEB can reasonably expect to achieve economic self-support.

The dues structures of many other comparable membership-based organizations have been secured and studied. New dues structures for the NAEB have been proposed to the Board, discussed and referred back for further study. Investigations have been undertaken of the possibility of increasing the presently modest income of the Association from the sale of records and record albums by issuing additional albums and by promoting general retail sale to supplement sales presently handled through educational channels.

Prices have been placed on virtually all special items, publications and materials distributed by the Association. However, it is felt that most of these materials will still have to be provided to our members at no charge beyond their membership fee. Most of our members need evidence of such specific materials as justification for annual NAEB dues. Unfortunately in such contexts specific materials speak louder than abstract gains or more general educational achievements. [It is the fact that specific return for investment is fairly obvious that has made the Network problem easier to solve (as far as achieving self-support is concerned) than that of Headquarters. For in the case of the Network, we can guarantee to provide a specific number of network-quality programs at \$.75, \$1.25, or \$2.00 per hour, depending on the power of the member station.]

Rates have been increased on charges for copying tapes and all services which might come under the headings of "services and handling."

Although not all the evidence is in, certain conclusions are already evident. For example, with reference specifically to dues, although the NAEB has always emphasized the fact that its memberships are held in the name of the entire educational institutions represented, rather than by stations or departments, the achievement in effect of justification of NAEB dues on the same basis as other legitimate and instructional expenses, though steady, is slow. Before the first Kellogg grant, and before the efforts of the NAEB in this area of professional advancement and educational integration could be brought to bear effectively, stations were often a part of an English, Speech, Engineering or Drama Department. Dues therefore generally had to come out of the budgets of these Departments, rather than being recognized as comparable to those of associations involving the entire institution.

I expect that we should be encouraged by the progress made in changing this situation rather than discouraged by the distance we still have to cover. Evidence of our progress is particularly obvious 1) in the increasingly high professional stature of directors of both radio and television stations, which now number among them more and more distinguished educators and persons commanding solid academic respect; 2) in the extent to which TV stations particularly, but not exclusively, at member institutions find themselves in an increasingly central and respected position with regard to their administrations; 3) in the extent to which the NAEB itself is increasingly invited to sit as a member of the highest councils of recognised educators; and 4) in the growing international recognition which our programs, the activities and publications of our Association, and our representatives abroad are all achieving.

Nevertheless, as our officers, who are themselves in a position to know, warn, raising dues too rapidly inevitably results in the loss of both present and potential members. Members of both radio and TV classification already have had to drop NAEB membership during the past year even under the present \$100.00 dues ceiling because of local budget problems. It is therefore doubtful if the approximately \$5,000.00 per year which is now received from dues (which represents roughly 7% of the combined budgets of the NAEB, excluding the Network and other specifically earmarked project funds) can be expected to be much more than doubled during the next five years, perhaps by a tabular progression comparable to that used for the Network. And doubling present dues would result at most in probably not more than 10-15% of the budgetary needs of the NAEB. Though this is

of course far from the income needed, it does represent great progress as compared to the \$1,000.00 a year dues income of the NAEB only a few short years ago.

In view of the crisis which education now faces, it is our belief that any steps which would force stations out of the Association, or would place membership principally on the basis of ability to pay rather than on the basis of need or educational position must be guarded against at all costs. The NAEB is the only association available to educational broadcasters. It has equal concern for all wireless media and all instructional levels. For it to become a small group of only one or another kind of financially prosperous stations would mean returning to the status which prevailed before the present Kellogg Grant was made. And this would be unthinkable.

One other aspect of the dues and income problem which claims attention is the legitimate competition of other organizations which also distribute communications materials. These include DAVI (the Department of Audio-Visual Instruction of the National Education Association) with its Tape Repository which distributes instructional tapes for non-radio use; the Educational Television and Radio Center with its TV station distribution,---a service which is supplemented by distribution of its films for non-broadcast use by the Indiana University Audio-Visual Center; the NPAC; and various others. For the NAEB to attempt to solve its financial problems by competing for sources of income now used by these organizations would also not contribute to the overall cause of American education.

For the NAEB already has an adequate job to do; and the tasks of these other groups are as honorable and as necessary to American education as our own.

In the consideration of various possible sources of income for the NAEB it is therefore essential that we recognize that as a membership-based association, our "market" is not as wide as that of an agency or commercial organization selling its services on the open market. Though growing at the rate of perhaps ten or so members a year, our membership is still definitely limited. This one disadvantage of our membership-base is believed to be compensated by many enviable advantages, however, the assurance of organizational permanence in some form being one of the most obvious.

Forcing recipients of our various services, scholarships, workshops etc. to be NAEB members would, it is true, increase our membership. But it would decrease the broad service to American education generally which our present position enables us to perform.

Passing now to an evaluation of other potential sources of income, briefly our conclusions are as follows:

- 1) Records and albums: this source is now expected to provide a steady net income of approximately \$2,000.00 per year, depending upon the extent to which the market for present albums proves to be saturated, our ability to find and develop new programs to put out in album form, and the possibility of opening up regular retail channels.
- 2) Publications: Since most of our publications are of general educational orientation and therefore avoid duplicating those of the great number of other organizations, this source is not expected to yield more than perhaps \$1,500.00 or \$2,000.00 per year, subject, however, to a final decision

of what portion of the publications burden previously carried by such organizations as the NCCET the NAEB may be called upon to bear. The fact that the publications to date of the NCCET, the JCET and the ACE-TV Committee have all been distributed without charge reveals an additional reason why a simple estimate in this area is difficult.

- 3) Consultation and other service fees: Since the source of such funds would generally be either other Foundations or our own members, with the problems already discussed in the consideration of dues, above, this source is not expected to yield more than \$1,000.00 - \$5,000.00 per year for the next few years, if indeed it could be made self-liquidating. This is true even if all consultation services are charged for and placement and registration fees are instituted. Here again the "market" is relatively limited.
- 4) Administrative fees: Although the NAEB has had to pay the University of Illinois a 5% charge for handling its funds, the NAEB has been enabled by the mechanism of the Kellogg-financed Headquarters office to handle funds from other sources on which it in turn has been able to charge a 5% or more handling charge. Income from this charge will run between \$3,000.00 and \$5,000.00 per year as long as other grants continue on approximately the present scale. The NAEB is gratified by the fact that it is increasingly considered the natural and logical channel through which funds for educational radio and television can be channeled with the assurance of maximum return.
- 5) Research: The NAEB is finding that expense generally exceeds income in this area, generally confirming the experience of other organizations. Receipts from studies and projects in this area should not at

present be looked upon as a significant source of funds. Any ambitious new projects will require additional grants from interested organizations.

- 6) An Associate Members Service: A rather large number of NAEB members have no transmitter facilities, counting upon commercial stations as their outlets. A service for this category of members, classified as associates, is now under study, with a view toward securing a certain income from the establishment of a Network service for them comparable to that provided active members, who have their own transmission facilities. The establishment of such a service in the past has been prevented by union, rights and clearance problems, which are far more complicated for programs to be aired over commercial outlets than over educationally-owned and operated stations. The size and value of this market is also not now readily apparent, although it is certain that this service cannot be instituted unless it is at least self-supporting.
- 7) HI-FI and other special services. Investigations are continuing of the possibility of various services (which may capitalize on the fact that the NAEB has the largest FM network in the U. S., for example) which may be the source of more income than expense. Such a service would require additional equipment and staff. At present, although there is great interest in such services, means of securing funds on more than a one-time basis have not been found, and the NAEB does not wish to undertake additional projects of this nature unless there is assurance of "built-in" self-liquidation.

- 8) Conferences and Seminars: Here again, although with time it is expected that registration fees can be made to cover at least the actual expenses of a certain number of such sessions, it is not likely that these activities will serve as sources of more income than enough to cover expenses, due to the geographical spread of educational stations and NAEB members and the smallness of their numbers and staffs as compared, for example, to commercial stations, county agricultural agents, and other such units and organizations. Present workshops will, we believe, eventually be able to provide their own fiscal support from registration fees or other member payments. Meanwhile it is expected that we shall continue to be able to secure grants from other sources to enable us to continue to provide the services and leadership needed in this connection.
- 9) Other Sources: During the coming year various other efforts and experiments are scheduled for trials. These include charges for evaluation services of one type or another, mailing and printing services to members and outside groups, possible tape-rental library services, and others.

From the above examples emerge two facts. One is the concept of the NAEB as a center from which radiate various functions: the Network, international relations, relations with the public, relations with educational leaders of the nation, research, and member services, including publications and the handling of grants and professional advancement programs. These functions could not be handled or coordinated without the National Office. The Network, particularly, depends heavily on the Headquarters Office and staff for support. The other fact is that if the Association

is to continue to prosper it must advance on at least three fronts: it must continue the services mentioned above; it must continue its efforts towards achieving professional standing and serving as a coordinating and distributing agency between educators and consumers of education; and it must take steps toward achieving partial self-support---making sure that these steps will not jeopardize the other two equally valid and important areas of responsibility.

The NAEB is the only organization to which broadcasters, the public, and educators alike can turn for integrated educational broadcasting information and activity. The American Council on Education, for example, and other such groups generally, have only TV committees. In view of this unique position and responsibility of the NAEB, we believe that we must reject any concept or attitude which would judge success primarily on the basis of ability to earn one's own way.

It now therefore appears unlikely that the NAEB may within the next five years be able to find solid sources of income from the various sources mentioned above to total more than 15% to 20% of the annual budget needed to maintain a national office. Like education itself, it appears that for this period at least, if it is to maintain its integrity and position and if it is to decline to make unacceptable compromises, however attractive, the NAEB must have considerable outside support.

Just as we feel that there is such a thing as too high a price to pay for outside financial assistance, we also feel that there is too high a price to pay for complete financial self-support. Abandonment of

the ideals and objectives of the NAEB with those high standards it stands for would be too high a price to pay for either type. Whatever sources of income are finally decided upon must be carefully weighed in terms of the functions of the NAEB, to which educators as well as broadcasters are turning more rather than less for assistance, counsel and leadership, partly because our standards are high.

Increasingly communication is coming to be recognized as one of the primary problems of education. Literacy and understanding, which are our business, as social scientists as well as broadcasters, are inseparable from problems of health and social, educational and economic development. Our responsibility requires that, at whatever cost is necessary, we keep open the still too thin lines of educational communications which our membership and organization stand for. We believe that both the NAEB and the W. K. Kellogg Foundation have only reached the threshold in this area.

We have so far achieved self-support for the NAEB Radio Network. While regretting our inability to come up with a more positive blue-print which might enable us to guarantee to do the same for the entire Association and its Headquarters within the next five years, we cannot honestly say that we foresee this possibility, although we shall undoubtedly move toward increasing self-support.

We clearly recognize our dilemma. We wish the future contained a more assured formula for the achievement of fiscal independence. However, in the absence of such assurance, and after much soul-searching, we have had to decide the course we shall pursue. Regardless of the extent to which

September 22, 1955

financial support or self-support is achieved, we feel that the work of the NAEB must go on even if on a restricted basis. It has been the source of considerable pride and satisfaction to us to note the extent to which Foundations, led by Kellogg, have recognized that the educational crisis we are in requires that we put first things first, which in some cases has meant placing certain problems ahead of financial ones.

If the W. K. Kellogg Foundation feels that an additional grant to us is justified, we shall be glad to report and discuss our progress with you regularly each year and to revise our grant requests downwards if and as new sources of self-support develop. We prefer to do more than we promise, rather than less. And we hope our record so far, both with regard to the Network and our Headquarters, may justify confidence and pride.

As further discussion, explanations, or data are desired, President Schooley and I shall be most pleased to provide them, or to meet with you at your convenience. At that time I hope it may also be possible to review with you the credit to be given the W. K. Kellogg Foundation in future NAEB projects and publications. This is especially desirable in view of the greatly increased output of the NAEB in areas supported by the Foundation.

Meanwhile our sincere thanks for the opportunity to provide you this additional statement, on behalf of President F. E. Schooley and the NAEB Board of Directors, and for your patience in allowing us additional time to prepare it.

Sincerely,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:cr

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November 25, 1955

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

I am now scheduled to arrive in Battle Creek Sunday night at 7:53 by train from Chicago. I have sessions in Chicago through Saturday and will come on from there. I would be grateful for reservation of a modest single room at the nearby hotel for that night, December 4, late arrival.

Frank expects to leave Chicago at midnight Sunday-Monday, arriving at 4:31 A. M. Monday ~~A. M.~~, December 5, as now scheduled. He'd also like a single (or rather I disclaim him as a roommate at that hour) for obviously very late arrival. We shall leave if possible on the 2:31 P. M. train December 5. If this rushes us we shall expect to leave on the 6:50 P. M. train, via Chicago, although the latter gets us in here December 6 at 3:35 A. M.! Quite a life we educators lead! Hope you're holding up as well as we are.

Most sincerely,

Harry J. Skornia
Executive Director

HJS:

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

December 2, 1954

Mr. Frank E. Schooley, President
14 Gregory Hall
Urbana, Illinois

Dear Frank:

Thank you for the invitation to again serve on the
International Relations Committee of NAEB. I am
pleased to accept.

Sincerely,



Robert VanDuyn

RVD:kb

C O P Y

CONFIDENTIAL

C O P Y

W. K. Kellogg Foundation
Battle Creek, Michigan

February 23, 1956

Mr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Your request for continued support for the NAEB submitted in May, 1955 and the supplementary materials which you prepared for us have been carefully reviewed and studied.

We understand that you are seeking support from this Foundation in order:

1. To continue the Headquarter services to NAEB members -- active, associate and affiliate, and to non-members interested in and concerned about the use of radio and television in education.
2. To continue the publication of the NAEB Newsletter and other related publications that will serve educational broadcasting.
3. To continue the work of committees from which will come other contributions to better educational radio and television broadcasting.
4. To aid in the upgrading of programs and the uplifting of staff personnel levels by seminars, workshops, and meetings of NAEB regions and committees.
5. To foster, encourage (and where financially feasible, sponsor) research in educational broadcasting to the end that the results will bring better broadcasting and better education.
6. To so conduct the affairs of the NAEB that its stature and leadership shall continue to grow, in importance, quality and respect, enabling this association to continue its contributions to education in our society.

We further understand that you desire to begin your new program on July 1, 1956, and that your first fiscal year will extend from July 1, 1956 to June 30, 1957.

If the terms listed below are acceptable to your Association and to the University of Illinois, this Foundation will make available to the University of Illinois as the fiscal agent of the NAEB \$141,000 as a three-year commitment for the conduct of this proposed program:

February 23, 1956

1. The funds for this project shall be deposited in a special account and at the close of each fiscal year an official financial statement signed by the University's chief disbursing officer will be submitted to the Foundation in respect to disbursements made.
2. Subsequent payments under this commitment will be contingent upon evidence of satisfactory progress in the program and upon receipt and approval by the Foundation of the projected plans and budget for the next fiscal year.
3. At the close of each fiscal year a written report will be submitted to the Foundation concerning the activities and the developments that have occurred.
4. Any unexpended balance existing at the close of a fiscal year will be deducted from the payment for the next fiscal year.
5. If at the end of the commitment there remains any unexpended funds, or if the program is terminated at any other time, any unexpended cash balance is to be returned to the Foundation.
6. Any anticipated changes in the itemized budget submitted should be made in writing and submitted to the Foundation for approval prior to expenditure.
7. Any salary increases or contributions to retirement plans above those planned in the budget which is submitted with this agreement are to be provided by the Association unless approved in advance by the Foundation.
8. The Foundation would prefer that no publicity be given the commitment at the present stage. Only occasionally does the Foundation itself announce a commitment and then only when a transfer of funds has taken place. At the time the first payment is made to you, the transmittal letter will contain a statement explaining the Foundation's policy concerning publicity for its commitments.
9. At the close of the second fiscal year of this project a special report will be submitted to the Foundation containing the recommendations of the Association's special committee which has been organized for the purpose of studying ways and means for stable and permanent support of its operational program. The Association should not anticipate continued support of its operational budget by this Foundation after the expiration of the commitment.
10. In case of a national emergency the Foundation reserves the right to review the program and negotiate with the Association as to modification or termination of the program in view of the national situation.

Upon acceptance of these conditions by Mr. Frank Schooley, President of your Association and by Dr. David Henry, President of the University of Illinois, the Foundation will schedule for payment in July of 1956 \$47,000 as payment for the first fiscal year of the program. Please instruct us as to whom the check is to be made payable.

As we review your program for the past five years we are pleased to note the description of results obtained. We congratulate you and the officers of your Association

Mr. Harry J. Skornia
Page 3

February 23, 1956

upon the plans which you are making for your program during the next few years.
We are glad to cooperate with your Association and with the University of
Illinois.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

Copied NAEB Hq.
3/8/56 jy

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W. K. KELLOGG FOUNDATION

BATTLE CREEK, MICHIGAN

DAVID D. HENRY

MAY 13, 1956

Dr. David D. Henry, President
University of Illinois
Urbana
Illinois

Dear Dr. Henry:

In your letter of April the 30th you indicate that you would like to make a formal report of our NAEB grant to your Board of Trustees and that when such a report is made the fact of the grant becomes public information. We shall be glad for you to submit your report to the Board at any time which you think appropriate. I would suggest, however, that the officials of the NAEB or your own Publicity Department consider issuing a press release at the same time. We would appreciate receiving a copy of this statement in advance of its release.

I will be seeing you on the 17th in Chicago.

Sincerely and with best wishes,

Maurice F. Seay

MFS/rh

cc - F. E. Schooley
H. J. Skornia

Mr. Schooley

June 20, 1956

President David Dodds Henry
President's Office
355 Administration (West)

Dear President Henry:

Herewith a suggested draft of a release for consideration of the Board of Trustees, on the recent Kellogg Foundation grant. If there is any additional information or preparation needed, we shall be happy to provide it.

As soon as a release date is decided on for and by the University, we should like to arrange for simultaneous release through our regular trade press and other release channels.

As I understand, this proposed release is to be submitted to Dr. Seay in advance of its release, in conformity with his letter to you of May 3.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

Enclosure

Urbana, Ill., (Insert Date) -- Acceptance of a grant in the amount of \$141,000 for the National Association of Educational Broadcasters was made today by the University of Illinois Board of Trustees. This is the second major grant made by the W. K. Kellogg Foundation of Battle Creek, Michigan, to the University on behalf of the NAEB, whose headquarters are located on the University campus.

Approval of the NAEB request to the Kellogg Foundation came sometime ago, and word of the grant was transmitted to President David D. Henry of the University by Dr. Maurice Seay, Director of the Division of Education of the Foundation. President Henry presented the item to the University's Board at a meeting on the Urbana campus on (Insert Date).

This grant, payable at the rate of \$47,000.00 per University and NAEB fiscal year, is in essence an extension of an earlier five-year grant for the same purpose, which was originally made, effective July 1, 1951.

Both the University and the NAEB are gratified to find that the record of accomplishment of the Kellogg Project has been such as to justify one of the rare instances when the Foundation has seen fit to renew such a grant. The present grant, however, is a terminal one, expiring June 30, 1959.

During the first four years of the previous five-year grant the NAEB Radio Network was subsidized by an annually diminishing sum for the purpose of setting up a national educational radio network with the Network members assuming the burden of self-support at the beginning of the fifth (present) year. During these five years the number of stations served and the variety and quality of programs distributed on tape has increased steadily as evidenced by educational and public acceptance, the winning of an increased number of national and international

awards, and other evidences of increasing awareness of the educational potential of the broadcast media, both radio and television.

During the past two years, particularly, the Association has begun to provide an increased number of services to educators and educational broadcasters generally in the areas of research, professional advancement and liaison with other national organizations as well as in general technical, operational and philosophical areas.

The NAEB itself is thirty-one years old, having first been known as the Association of College and University Broadcast Stations. The University of Illinois has been a charter member from its first days, having been represented first by Josef Wright and in recent years by Frank E. Schooley. Executive Director of the NAEB is Harry J. Skornia, formerly Director of Broadcasting and Chairman of the Department of Radio at Indiana University. Prior to assumption of his present position, June 1, 1953, Dr. Skornia was active as a Consultant in Radio to the Army of Occupation in Germany and Austria, and later as Radio Officer and Radio Attache in the Foreign Service of the State Department and the U. S. Information Agency. Dr. Skornia is Director of the Kellogg Radio Television Project and Lecturer in Journalism.

The present President of the Association is Professor Frank E. Schooley, Director of University Broadcasting. Mr. Schooley had earlier been president of the Association from 1944 to 1946 and has also served as its Secretary, Treasurer, and, from January 1 to June 1, 1953, as Executive Director.

The NAEB is the Professional Association of Educational Broadcasters in the U. S., both Radio and Television. Its functions include operation of the nation's central educational employment service and other consultant, professional, research and publication services, some of which are or have been supported also by the Fund for Adult

Education, the Ford Foundation, the Rockefeller Foundation and other generous philanthropic organizations. Active membership includes nearly all the educational radio and television stations in the United States, with affiliation memberships held also by educational representatives of the broadcasting systems of other nations. In turn the NAEB is a member of the International University of the Air, The Prix Italia international awards organization and jury, the European Broadcasting Union and other international educational organizations in the radio and television field, in most cases being the channel for representation of the U. S. in such international broadcasting bodies.

The present grant makes possible the continuation of the national office of the Association at the University of Illinois for the next three years, under essentially the same terms as the earlier five-year grant.

HJS:dc

NATIONAL ASSOCIATION
OF EDUCATIONAL BROADCASTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB BOARD

FROM: H. J. SKORNIA *H. J. Sk.*

DATE: SEPTEMBER 18, 1956

In the rush to get many reports to you, I'm afraid I neglected to send this to you before. It went to Kellogg last month. Mea culpa.

Our best to you all. See you at 9:00 a.m., Monday morning, October 15.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
FINANCIAL STATEMENT
June 30, 1956
(For fiscal year, 1955-56)

	Trust: Kellogg	Trust: NAEB	Total
Balance, July 1, 1955 (Per 1954-55 Report)	\$ --	\$ 18,017.21	\$ 18,017.21
Receipts per attached report	42,743.00	39,800.43	82,543.43
Total Balance and Receipts	\$ 42,743.00	\$ 57,817.64	\$100,560.64
Expenditures, per attached report	42,743.00	37,406.15	80,149.15
Balance (Cash on hand)	\$ 00.00	\$ 20,411.49	\$ 20,411.49

Note: As of July 1, 1955 new names were given to our two accounts. The account into which the Kellogg grant is placed is now called Trust: Kellogg. The NAEB Revolving account is now called Trust: NAEB. Network Assessment Fees and other operating income go into the latter account.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1955-56

Summary (Detail Attached)

	<u>Budget</u>	<u>Expenditures</u>	<u>Balance</u>
Salaries and Wages (1)	\$ 50,250.00	\$ 45,061.89	\$ 5,188.11
Seminars, Travel, Research	12,500.00	12,032.05	467.95
Supplies and Expenses	15,000.00	13,748.37	1,251.63
Administrative Expenses	2,137.15	1,991.55	145.60
Contingencies	555.85	---	555.85
Budget Totals	<u>\$ 80,443.00</u>	<u>\$ 72,833.86</u>	<u>\$ 7,609.14</u>
1954-55 Expenses (2)	18,017.21	7,315.29	10,701.92
Total	<u>\$ 98,460.21</u>	<u>\$ 80,149.15</u>	<u>\$ 18,311.06 (3)</u>

- (1) Employer's Contribution to Retirement Fund (8.133%) and Workmen's Compensation (1.5%) are included.
- (2) First column indicates balance remaining June 30, 1955. Expenditures are those items properly chargeable to the 1954-55 budget, either because indebtedness was actually incurred during that period (but not paid until 1955-56 due to closing of books 6/30/55) or because certain items or activities budgeted for 1954-55 were deferred until 1955-56.
- (3) The difference between this balance and actual cash on hand (shown on previous page) is due to the fact that actual income has exceeded anticipated income by \$2,100.43 (this is largely due to 1956-57 Assessment Fees paid in advance).

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1955-56

Salaries and Wages

	<u>Budget</u>	<u>Expenditures</u>	<u>Balance</u>
Executive Director	\$ 10,200.00	\$ 10,030.00	\$ 170.00
Associate Director	8,000.00	7,866.70	133.30
Secretary	3,720.00	3,720.00	--
Labor	3,580.00	2,221.19	1,358.81
Network Manager	4,800.00	4,719.25	80.75
Asst. Net. Mgr.--Traffic	3,960.00	3,064.29	895.71
Asst. Net. Mgr.--Production	4,140.00	4,140.00	--
Stenographer	2,640.00	2,609.16	30.84
Duplicator Operators	2,940.00	3,169.09	*229.09
Retirement (Employer's Contribution)	3,147.16	2,897.12	250.04
Workmen's Compensation	659.70	625.09	34.61
Contingencies	2,463.14	--	2,463.14
	<u>\$ 50,250.00</u>	<u>\$ 45,061.89</u>	<u>\$ 5,188.11</u>

Supplies and Expenses (Headquarters)

	<u>Budget</u>	<u>Expenditures</u>	<u>Balance</u>
Mailing, Express Freight	\$ 1,200.00	\$ 1,067.56	\$ 132.44
Office Supplies & Expenses	1,000.00	931.16	68.84
Periodicals, Books, Clipping Service	500.00	407.51	92.49
Telephone and Telegraph	500.00	525.13	* 25.13
Equipment (incl. parts replacement)	350.00	244.19	105.81
NAEB Publications & Reports	2,000.00	1,474.79	525.21
	<u>\$ 5,550.00</u>	<u>\$ 4,650.34</u>	<u>\$ 899.66</u>

* Deduct - Deficit

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1955-56

Supplies and Expenses (Network)

	<u>Budget</u>	<u>Expenditures</u>	<u>Balance</u>
Mailing, Express, Freight	\$ 4,000.00	\$ 4,115.42	\$ * 115.42
Mailing Materials for Network	500.00	661.96	* 161.96
Office Supplies and Expenses	500.00	551.00	* 51.00
Telephone & Telegraph	400.00	402.95	* 2.95
Recording Service	50.00	--	50.00
Recording Tape (incl. boxes and reels)	3,000.00	2,882.32	117.68
Equipment (incl. parts replacement)	1,000.00	484.38	515.62
	<u>\$ 9,450.00</u>	<u>\$ 9,098.03</u>	<u>\$ 351.97</u>

Seminars, Travel, Research

	<u>Budget</u>	<u>Expenditures</u>	<u>Balance</u>
Seminars	\$ 3,000.00	\$ 4,277.90	\$*1,277.90
Regional Meetings	1,500.00	1,540.38	* 40.38
Exec. Com. and Directors' Meetings	1,500.00	556.75	943.25
Office(r) Travel	4,000.00	3,618.28	381.72
NAEB Committees	1,500.00	1,843.75	* 343.75
Research	1,000.00	194.99	805.01
	<u>\$12,500.00</u>	<u>\$ 12,032.05</u>	<u>\$ 467.95</u>

1954-55 Expenses Charged in 1955-56

	<u>Balance 6/30/55</u>	<u>Expenditures</u>	<u>Balance</u>
Headquarters	\$11,884.77	\$ 3,562.47	\$ 8,322.30
Network	6,132.44	3,752.82	2,379.62
Total	<u>\$18,017.21</u>	<u>\$ 7,315.29</u>	<u>\$10,701.92</u>

* Deduct - Deficit

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
TRUST: W. K. KELLOGG FOUNDATION
REPORT OF EXPENDITURES FOR THE FISCAL YEAR
1955-56

	<u>Budget</u>	<u>Actual Receipts</u>
Headquarters (Kellogg)	\$42,743.00	\$ 42,743.00
Tape Network (Fees)	32,700.00	35,046.50 (2)
Other Income (1)	5,000.00	4,753.93
	<u>\$80,443.00</u>	<u>\$ 82,543.43</u>

	<u>Actual Receipts</u>
(1) Other Income:	
Sale of Publications	\$ 830.64
Tapes, sold, rented, dubbed	1,147.17
Reimbursable Services	2,776.12
Total	<u>\$ 4,753.93</u>

(2) Includes approximately \$1,000.00 paid in advance for 1956-57.

RECEIVED
RADIO STATION

MAR 11 2 10 PM 1959
March 9, 1959

WILLIAMSON
CHURCHILL

Dr. Harry Skornia
N.A.E.B.
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I thought you might be interested in having a photostat of Maurice Seay's February 23 letter reply to my note to him dated February 9 regarding our new grant from Kellogg.

Sincerely,



Richard B. Hull, Director
Radio and TV Broadcasting

RBH:sj

cc: Harley, Schooley. ✓

W. K. KELLOGG FOUNDATION

1200 CANNONWOOD STREET

BATTLE CREEK MICHIGAN

78904

DIVISION OF EDUCATION

MAURICE F. BELL
DIRECTOR

PHONE 22-4111

Dr. Richard B. Hall, Director
Radio and TV Broadcasting
The Ohio State University
Columbus 10, Ohio

Dear Dick:

Thanks for this very unusual letter of the very kind. We are
pleased to be cooperating with you in the W.K. and I
am glad to add the address of 1200 Cannonwood Street
Battalia.

Our "local plumbies" have given us the same assurance that you
have received. I am glad to know that you are here in person
and I do hope that you do not have any more of your
troubles.

Sincerely and with best wishes,

Maurice F. Bell

MFB/rh

*Kellogg
Foundation*

August 9, 1961

Dr. Maurice F. Seay
Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

In answer to your telegram, I regret that we have not yet been able to get an accounting for the month of June from the University of Illinois. As you probably know, their fiscal year also closes as of June 30, and this apparently slows down preparation of accounts for June. This has happened each year in the past, but the delay is even longer this year. We have urged them to provide us with the necessary information just as soon as possible; when it is forthcoming, we will prepare the annual financial report, and forward it to you immediately.

The annual program report is about completed and should be ready shortly. This report has been delayed somewhat this year by the fact that our operation is now divided between Urbana and Washington. Because duplication of the report may take some time we will send you a typed copy next week.

The proposed budget for 1961-62 is enclosed herewith, as well as a financial statement as of May 31, 1961 (the most recent report available in view of the delay by the University of Illinois). You are aware, I am sure, that, with our expanded operation, the budget, which reflects the support of the W. K. Kellogg Foundation, is supplemented by other funds we are able to get from our members in dues, from services provided to other organizations, etc.

Sincerely,

William G. Harley

WGH:mem

Enclosures

*Kellogg
Foundation*

August 29, 1961

Dr. Maurice F. Seay
Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

This is to acknowledge with gratitude the receipt of the Foundation's check for \$31,335, which is the last and final payment of our three-year grant.

At the conclusion of this final year we will submit a final program report for the year, together with a financial statement. In addition, we plan to do a special summary report of the growth and development of NAEB over the course of the eleven years during which it has enjoyed the Kellogg Foundation's generous support.

With best personal regards,

Cordially,

William G. Harley

WGH:mem

cc: Mr. Richard B. Hull

WGH:

The check has been forwarded to Urbana for deposit, but I didn't acknowledge its receipt since I thought you would prefer to do that.

heh

8/28/61

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

August 25, 1961

PHONE WO 5-1221

RECEIVED
NAEB HEADQUARTERS

AUG 28 1961

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Dr. William G. Harley, President
National Association of Educational
Broadcasters
Dupont Circle Office Building
1346 Connecticut Avenue, N.W.
Washington, D.C.

Dear Bill:

The Foundation's check for \$31,335 made payable to the NAEB is enclosed. This check is the last and final payment for your three-year grant made in January of 1959. Your financial report for 1960-61 indicates that you closed the year with a deficit of \$5,185.10. We assume that this deficit will be cared for from funds other than those received from the Foundation.

Your proposed budget for the fiscal year, 1961-62, which I am now approving amounts to \$60,500. You anticipate receipts of \$29,165 from NAEB income, and the remainder, \$31,335, is the amount requested from the Foundation which is the amount of the enclosed check.

Your program report for 1960-61 is a very satisfactory one, and we appreciate the effort which you have made to give to us such a splendid statement.

You understand that at the end of this last fiscal year, June 30, 1962, you are to submit a final program and financial report. The payment which we are now making and which concludes this commitment along with other payments which have been made gives a total of \$110,400 which is the amount of the commitment made to you on January 30, 1959.

Sincerely and with best wishes,



Maurice F. Seay

MFS:jf
enclosure

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Proposed Kellogg Budget

for Fiscal Year, July 1, 1961 - June 30, 1962

EXPENSES

	<u>Budget</u>
Summary:	
Operational Salaries and Wages	\$30,800.00
Travel and NAEB Meetings	5,250.00
Seminars and Workshops	6,000.00
Supplies and Expenses	5,450.00
Materials Distribution	10,335.00
Administrative Expense (5%)	2,665.00
Totals:	<hr/> \$60,500.00
Salaries and Wages:	
President	\$12,000.00
Administrative Vice President	9,200.00
Secretary	3,900.00
Clerk-Stenographer	3,000.00
Retirement Benefits	2,280.00
Workmen's Compensation	420.00
Totals:	<hr/> \$30,800.00
Travel and NAEB Meetings:	
Executive Committee and Directors' Meetings	\$ 1,500.00
Officer and Staff Travel	3,000.00
NAEB Committees	750.00
Totals:	<hr/> \$ 5,250.00
Supplies and Expenses:	
Mailing, Express, Freight	\$ 2,000.00
Office Supplies and Expenses	1,500.00
Periodicals, Books, etc.	200.00
Telephone and Telegraph	750.00
Equipment (Including parts replacement and repairs)	500.00
Publications and Reports	500.00
Totals:	<hr/> \$ 5,450.00

Proposed Kellogg Budget (Continued)

Materials Distribution:

Budget

Editor-Coordinator

\$ 7,200.00

Retirement and Workmen's Compensation

694.00

Collection, Publication and Distribution of Materials

2,441.00

Totals:

\$10,335.00

Income:

W.K. Kellogg Foundation

\$31,335.00

~~Earned Income~~

~~4,165.00~~

From NAEB General Budget

~~25,000.00~~

29,165.00

\$60,500.00

162 logg file ch dy

AAACE-NAEB-BBC

- Van Duyn 1) BBC in England doing some fine things in agriculture which are not being done in the U.S.
- 2) Need to devise ways of using more such programs for farmers in U.S. Byrnes' interest.
- 3) Also possible use of U.N. personnel at local NAEB level.
- 4) About 40 5-min pieces from BBC available.
- 5) AAACE project is now one of Am. Assn. of Land Grant Colleges.

The Executive Director was authorized to negotiate with AAACE and bring in a proposal to present to the Board. (on AAACE & BBC projects) To come back to Board for final action. Must not jeopardize present operation.

AAACE wants-

- 1) Facilities for duplication (comm'l sort) Headquarters can't do.
- 2) Duplication and Distribution of materials which NAEB members might like, with perhaps add'l distribution to extension editors.
- 3) Need to develop new Program techniques---among member stations.

Need to initiate discussions to be cont'd by Pgm. Dev. Committee to produce significant series on both radio and TV

The Ex. Director was also empowered to investigate TV possibilities

NAEB member stations will be requested to provide local interviews and returnees (to Eng.). Some will be done in England to send back here. Need to work with BIS as well as BBC

To whom send membership cards at AAACE?

When Skornia's report (after meeting with Bryrme and Thornton)
DUPLICATOR FACILITIES BECOME AVAILABLE:

- 1) Recommend that available BBC program be sent AAACE for evaluation and discussion of other possibilities .

MORE

- 2) AAACE and NAEB to discuss whether and in what areas distribution is desirable--and how NAEB may help to implement.
- 3) This to be to member stations for broadcast only. NAEB is not to undertake to distribute as comml. facilities.

AAACE Address

National Project in Agricultural Communications

(Kellogg Project)
Wells Hall
Michigan State College
E. Lansing, Michigan

-Projects, as developed, for AAACE, will be submitted to NAEB for possible implementation by NAEB members, with Ag. Extension Specialist.

-Creative pgmning for dist. thru NAEB-primary:

- Ag. Econ
- Food
- Home Ec.
- Child Guidance and Dev.
- Rural Youth

(Never been a good Rural Youth, program). Ideas to be passed on in proposal form by AAACE

3. Assistance and Guidance in use of Audio Tools for training of people-- should be referred to Audio-Visual Specialists not NAEB
4. Interest in TV for same purposes.--
As soon as AAACE has projects developed, it will present idea and request. The NAEB President will name a TV Committee to help work out what and how--and what personnel might be useful
- 5) NAEB will gradually thru the N.L. help devise ways of informing members of possible programs of value to City Stations from AAACE, revealing Common Values, as in
 - Nutrition
 - Child Welfare
- 6) NAEB, when planning series in such related areas **will call** on AAACE for counsel, to put into touch with proper people, etc.

has been retyped

STATION PARTICIPATION And Program DISTRIBUTION

When the network ~~was~~ operation was moved to the University of Illinois in January of 1951, there were 41 stations participating in the service. One copy of each program was circulated among a selected number of these stations. Because of the limited facilities it was not possible to offer all programs to all stations. At ~~this~~ this time the average monthly production of tapes was 17 reels, and the average monthly air time was 118 hours.*

Shortly after January 1951 an effort was made to increase the network's output. Four ~~x~~ "legs", or groups of stations, were established. It was intended that four copies of all programs would be made and a copy circulated on each of the four "legs". This increased the average monthly production of tapes to 53 reels, and the average monthly air time to 167 hours. This also made it possible to offer all programs to all stations. Such was the network, on June 1, 1951, the starting date of the grant from the W.K. Kellogg Foundation.

The first steps taken under the grant were the purchase of recording equipment and tape, and the hiring of additional personnel. The ~~number~~ equipment purchased was so selected that it could serve in the duplicating process while the search for a large duplicating machine was ~~in process~~. The number of ~~legs~~ "legs", or groups of stations, was increased to 8. The number of stations participating increased to 52. Four months after the start of the grant the average monthly tape production had jumped to 427 reels, and the average monthly air time to 1,082 hours. These figures represent a significant improvement in the service. More programs were being distributed to more stations in less time.

Within a few months the number of stations increased to 70. The annual NAEB convention was held in Biloxi, Mississippi, in November, 1951. At this meeting the ~~NAEB~~ NAEB Board of Directors took up the problem of levying a fee on stations using the network. It was deemed wise to put to the test the willingness of stations to support the network operation. A schedule of assessment fees was devised and the matter was put to the membership for a vote. (See Appendix "C".) The membership approved the plan. Thus, prior to the need for income from the stations to augment the annually decreasing funds from the Kellogg grant, the member stations agreed to pay a substantial annual assessment fee. The results of this action have been highly encouraging. Eight stations felt they could not afford to continue the service on a paying basis. This left a total of 62 stations. Since then some have returned to the network and a few new stations have joined. The present total of paying stations is 65. Three additional stations have asked for the service indicating that with the next assessment period, beginning July 1, 1952, there will be 68 paying participants in the network.

more

By January of ~~1951~~ 1952 the network achieved its present operational level. The average monthly tape production increased to 1,061 reels. There were now 12 "legs". Average monthly air time increased to 1,231 hours. This indicates the scope of the operation at the time of this report.

* Throughout this report "Air Time" indicates the following computation: total running time of all programs distributed multiplied by the number of stations using the programs. Includes only regular series. Does not include extra programs or in-school programs.

THE NAEB TAPE NETWORK

REPORT SUBMITTED TO THE W.K. KELLOGG FOUNDATION

May, 1952

INTRODUCTION

The NAEB Tape Network came into being in January of 1950 when the series, WE HUMAN BEINGS, was offered to 19 stations. In January of 1951 the headquarters of the tape network operation was moved from WNYC, in New York, to the University of Illinois. There it was operated under the guidance of the Division of Communications. In June of 1951 the network began operations under the grant from the Kellogg Foundation.

↑ To indicate fully the progress made by the tape network, this report summarizes its activities from the beginning in January, 1950.

STATION PARTICIPATION

*and Program Distribution
Insert #1*

By the time the network operation was moved from WNYC there were 48 stations utilizing the service. With the addition of temporary duplicating equipment this number was raised to 70. At the annual convention of the association in Biloxi, Miss. in November of 1951, the membership voted to begin the levying of a service assessment fee for stations using the network. The fees were effective as of January 1, 1952. Several stations found it impossible to pay the fee and dropped from the network. This decrease resulted in a network of 62 stations. Some of the stations which dropped out have since rejoined. They with new members have raised the total number of participating stations to the present 65. It is anticipated that with the start of the new fiscal year there will be 68 fee-paying stations using the tape network service.

(See appendix "A" and Appendix "B")

PROGRAMS AND THEIR UTILIZATION

The tape network has offered 73 regular series of programs plus 12 extra series or individual programs. ~~totaling 904 individual programs.~~ This represents 12,797 hours and 30 minutes of ~~air time~~ *air time*.

the period between January 1950 and the present, the tape network has furnished 8,460 hours and 30 minutes of broadcast time to more than 70 stations located in the major population centers of the United States.

★ (See Appendix "B".)

~~* Excluding series on which no statistics are available. (See Appendix B)~~

The programs have been obtained from a wide variety of sources including: member stations; the British Broadcasting Corporation; the Cooper Union; the Canadian Broadcasting Corporation; the University of Berne, Switzerland; The Federal Security Agency; the Mutual Security Agency; the Armed Forces of the United States; the United Nations; UNESCO; commercial stations and networks; private foundations; and other public service agencies. The programs have been concerned with many important subject areas and were presented in numerous formats.

The percent of stations using regular program series has run from a low of 20% to a high of 100% with an average percentage of use of 66%. This is an encouragingly high percentage in view of the fact that use is entirely optional on the part of the station. No effort is made to increase the usage of programs except to select programs of continually higher quality. This use of the network service has also been achieved with a distribution system that can not guarantee a regular delivery of tapes on a sufficiently safe basis to insure complete regularity of scheduling. This bodes well for the network's future.

TOWARD A SOLUTION OF SOME PROBLEMS

Two important steps were taken during the past year to help solve some of the network's most pressing problems.

In January there met in Urbana a group of engineers and invited electronics specialists. This group was concerned with the technical problems of tape recording and the mass reproduction of tapes. Tape recording is such a new process that the extant technical standards are incomplete. Thus it became obvious that technical standards would have to be devised by our own members. A preliminary report was submitted. The standards are now being revised and will soon be published as a technical guide for the entire network operation.

In February there met in Lafayette, Indiana the Tape Network Program Acceptance Committee and the In-School Programs Committee. These committees were confronted with the problem of establishing policies and evaluative criteria for programming the network. A greatly increased mutuality of thinking on the subject of programs resulted. A report of these findings was published for the information of all member stations. The In-School Programs Committee took further action in implementing an active distribution of programs designed for classroom use in elementary and secondary schools. This distribution is now a successfully reality.

THE OPERATION

At this writing the network is still required to operate on a "bicycle" basis. This method of distribution is incapable of adequately serving the member stations. Such success as the network has experienced has been achieved in spite of this method. It has been impossible to abandon the "bicycle" without a mass duplicating machine. Delivery of such a machine is now assured.

The network has acquired approximately 5,200 reels of magnetic tape. This has allowed an ever expanding program service. It is anticipated that approximately 10,000 reels will be required to keep the operation running at peak efficiency.

Insert #2

THE OPERATION

At this writing the network is still required to operate on a "bicycle" basis. The equipment, tapes, and personnel made possible by the Kellogg grant have permitted expanding this operation to a maximum degree. However, optimum service is not possible under a "leg-bicycle" system. There are too many possibilities of shipping errors, delays in the mail, and actual losses of tapes. ~~xxxxxx~~ Experience indicates that the most effective operation is a direct two-way service wherein each station is supplied directly from headquarters with its own copies of all programs. This is possible only with a machine capable of duplicating tapes in mass volume. Such a machine is now contracted for and will be installed no later than July 1, 1952. Starting with the programs to be issued in September, 1952 each station will receive its own copy of all programs, and the network will achieve the operating efficiency toward which it has been striving.

The network has acquired approximately 5,200 reels of recording tape. This quantity has made possible the continually expanding service. Tape supply has been one of the major chronic problems. This situation has not changed. With the advent of direct headquarters-station service the need for tapes will be increased. The only alternative to an increased tape supply is a reduction in the volume of programming distributed. At this time it is anticipated that approximately 10,000 ~~xx~~ reels of tape will be needed to keep the network operating at peak efficiency.

CONCLUSIONS

The NAEB Tape Network has achieved a position of eminence in the field of educational broadcasting. It is now enjoying a national, and even an international, reputation. It is supplying a significant program service to the vast majority of non-commercial educational stations in the United States. It is providing the residents of the major population centers with a truly alternative radio service. It is clear that this has been possible because of the grant from the Kellogg Foundation. It would not have been possible ^{to} weather the early days of the operation without this help. It is equally clear that continuing support by the using stations will be accomplished to a degree in excess of the most generous estimates.

This much has been achieved before the network reached its maximum efficiency. The full potential of this idea will not be realized until the mass duplicator is installed. The keen enthusiasm expressed by member stations has been developed while operating under a system that precludes regular, dependable, and timely service. This will be altered during the summer of 1952.

Program resources are maturing and developing at a most encouraging rate. National organizations, governmental agencies, foreign governments, international organizations, and private public service groups are now exercising the initiative in providing programs for the network. In the fall of 1952 the network will begin the distribution of programs produced under a grant from the Fund For Adult Education. This project was predicated on the existence and efficient operation of a tape network service. Plans are developing for extensive cooperative program production by member stations.

In view of all of this, it is impossible to look upon the future of the tape network with anything but enthusiastic optimism.

KELLOGG

file

h d j

1) Kellogg will be requested by Van Duyn to provide

New Duplicator	\$10,000
Repair of old one	2,000
Asst. to Dir.	8,000
Tapes	5,000
Add'l Committee	
Travel	<u>3,000</u>
Total	\$28,000

2) Kellogg is willing to provide funds for a TV network

1952

~~Cut & mimeograph
stencil. On one
24 pound paper —
1 side. 50 copies~~

~~just double
space~~

²⁰
FIRST YEAR

³
EDUCATIONAL BROADCASTING PROJECT

⁴⁰
A Report
⁴⁷
from

¹¹⁵
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

⁴⁴
to

⁵¹
W. K. KELLOGG FOUNDATION

"...history was made in educational broadcasting." These were the words John Dunn, Director of NAEB Region V, used to describe the first regional conference in NAEB history. This conference was a long dreamed of high point of the past year for NAEB. It was finally possible this year under terms of the grant from the W. K. Kellogg Foundation.

Region V of NAEB is composed of the states of Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, Texas, and Louisiana. This land of wide open spaces was also a land of great distances between educational broadcasters. Many of the people who found it possible to attend this conference with Foundation help had in the past literally never talked to another person engaged in educational broadcasting. Who then could better counsel these people than practical educational broadcasters? It was therefore logical that the national officers of NAEB, all practical educational broadcasters, be chosen as the consultants for this meeting.

The results will be felt for a long time. Immediately they can best be summed up by quoting two paragraphs from the report of John Dunn, who originally fathered the idea of regional divisions of NAEB and who sparkplugged this meeting.

"REGIONALLY, I believe that Region V, for the first time, has a deeper respect for and understanding of the National Association of Educational Broadcasters than ever before; regional members know their national officers and are greatly impressed with their ability; regional members know each other in a truly personal way, regional members realize that others have problems sometimes greater than their own; regional members are willing to help others so far as it is in their ability in the solution of problems; regional members are truly inspired to do bigger and better things in educational broadcasting.

"NATIONALLY, I think the national officers got a real insight into the problems of small operations; they know what educational broadcasting is doing at the "grass roots" level. We proved to ourselves that we could operate a conference in a helpful way without any so-called 'big shots'."

In the matter of regional meetings, as with everything else it attempted this past year, the educational broadcasting project was experimental. It was a shake-down year. To get a true perspective on the problems faced and solved by this activity, it is perhaps wise to turn briefly to history.

The idea of educational broadcasting was born at the same time the technical problems of broadcasting were solved. Early in the 1920's people began talking about the great potentialities for mass education via radio. Some who thought of radio as a panacea to all educational problems soon lost some of their enthusiasm when broadcasting didn't fall into the accustomed and time-tested educational patterns.

A group of the stouter hearted individuals who realized that radio

would be important in its long term aspect continued to broadcast and to talk about the present accomplishments and even greater potentialities of the new medium.

This organization of the 20's, feeling the need for a stronger association, formed and activated NAEB in 1934. During the years prior to the advent of FM, NAEB continued to serve as the focal point for the exchange of information among those interested in educational broadcasting. The end of the war and the opening of the FM band with its allocation of 20 percent of the FM channels for educational purposes -- largely at the instigation of NAEB -- meant that the possibilities for the growth of educational broadcasting were now increased many fold.

NAEB and its members rightly decided that this was the time to strengthen the organization from within. The first thing attempted was a strengthened publication. NAEB had long issued a monthly News-Letter varying from four to ten pages and containing information of and for members. This was now expanded to thirty to forty pages monthly with an attempt to secure all news bearing on educational broadcasting. From the original News-Letter circulation of less than fifty, there are now nearly four

hundred News-Letters distributed each month.

Other members felt the need for group determination of educational broadcasting's "aims and responsibilities." These were spelled out during the summer of 1949 at the first Allerton Seminar on educational broadcasting. There was a subsequent seminar in 1950 which concerned itself with the problems of interpreting educational material via radio. These seminars gave form to the idea of the NAEB Tape Network, which was quickly implemented and which has continued to grow to its present position of importance. ^{HP} When it appeared that education's stake in the television picture was about to be determined, the NAEB President called a special meeting with these seminar attendees as the nucleus. This meeting led to the formation of the Joint Committee on Educational Television, which has been the guiding force in securing a reservation of 242 T.V. channels for education.

It had been felt that if NAEB were to progress as speedily as the occasion seemed to demand, it would have to have immediate outside support. It was at this point that the proposal which began the Kellogg Foundation Educational Broadcasting Project was presented to the Foundation. At this same time other approaches were being made to other foundations for money

in different areas. At about the same time the Kellogg Foundation made its grant, the Fund for Adult Education made a grant for the production of several series of distinguished radio programs, and another grant for the conducting of T.V. monitoring projects. At the same time money was made available to two other areas of educational broadcasting -- the Joint Committee on Educational Television and WOI-TV, the only television station in the country owned by an educational institution.

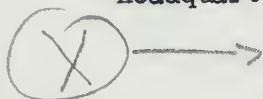
It was readily apparent that the headquarters office of NAEB would have a large size job in merely keeping people informed of what the various NAEB members and NAEB projects were doing. This important job is being done. NAEB policy persons are today better informed about the many programs of NAEB than ever before in its history. Lines of communication and forms of procedure are being rapidly worked out.

To the NAEB member, headquarters provides that all-important service which has been sorely lacking in years past -- namely, a needed pool of information about educational broadcasting which is readily available. While the members have been calling upon headquarters for specific information for some time, it is only relatively recently that they have been provided with

unsolicited helps in the fields of promotion, programming, television, and many others. Many members have expressed their appreciation for these helps, and they will be expanded in the future.

NAEB has for a long time had a number of committees. These functioned in the past mainly through correspondence. Meetings involving the stimulating face to face exchange of ideas were rarely possible. In recent years the NAEB Board has been the only group to meet regularly -- usually twice a year. This past year the NAEB Board with Kellogg support on two occasions has been able to meet four times; the Executive Committee has met five times; the Adult Education Committee four times; the Tape Network In-School Program Committee twice; the Tape Network Acceptance Committee and the Tape Network Engineering Committee, once each. The headquarters office has prepared the majority of background material used at the above meetings. This has greatly expanded the possible items for consideration by the committees.

Personal visitations were realized as an integral part in strengthening individual operations. The Executive Director visited eighteen member institutions during the past year. In addition, NAEB was represented by headquarters personnel at eight meetings of other organizations.



This has been a year of super activity on the part of those charged

with the responsibility of determining the policies for educational broadcasting. It has been a year strengthened by the many new groups entering the educational broadcasting field. It has been a year made even more glowing by the unfulfilled promise of educational television. Measured by the past, this has been a year of tremendous growth. If the potentialities for the future come anywhere near true, it will eventually seem that we have moved at a snail's pace. This has been a necessary year. Necessary steps have been taken toward our ultimate goal: sound educational broadcasting.

INSERT
"X"

The Kellogg Foundation has provided much more than ~~just~~ money for this project. The advice and consultation of Mr. Hugh Masters and Mr. Robert VanDuyn has been sought and gladly given upon several occasions. Their stories of how other organizations handled similar problems have often provided the key to the solution of some of our problems. At the same time, they have made scrupulously sure the ideas eventually carried out were those of NAEB.

ROUGH OF ENDING OF HEADQUARTERS REPORT TO THE KEL. FOUNDATION

In summary, the educational broadcasting project this past year has meant:

- (1) That the first real headquarters for educational broadcasting has been established. This means that not only do educational broadcasters have a place to turn to seek information, but that those not now directly connected with educational broadcasting know there is a centrality of thought and action in this area.
- (2) That there has been a chance for educational broadcasters to get together, sharing in ideas and solving problems in face-to-face situations.
- (3) That ^{there was} ~~we have~~ held the first regional meeting in the history of educational broadcasting; that the first real help has gotten to the educational broadcasters who are far from the centers of educational broadcasting and who have been unable to attend the major meetings.
- (4) That the first provisions of central service have now been established so that educational broadcasters are securing the best information available on promotion, engineering, production, ideas, and management.
- (5) That the tape network is now on a sound footing, able to supply

eight to ten hours weekly of high quality programs ~~and~~ to

supplement and strengthen the individual station offerings.

This brings us to a discussion of the NAEB Tape Network to which

we now turn.

*Can just
leave some
space + go on -*

THE NAEB TAPE NETWORK

~~REPORT SUBMITTED TO THE W. K. KELLOGG FOUNDATION~~

June
May, 1952

INTRODUCTION

The NAEB Tape Network came into being in January of 1950 when the series, WE HUMAN BEINGS, was offered to 19 stations. In January of 1951 the headquarters of the tape network operation was moved from WNYC in New York to the University of Illinois. There it was operated under the guidance of the Division of Communications. In June of 1951 the network began operations under the grant from the Kellogg Foundation. To indicate fully the progress made by the tape network, this report summarizes its activities from the beginning in January, 1950.

STATION PARTICIPATION AND PROGRAM DISTRIBUTION

When the network operation was moved to the University of Illinois in January of 1951, there were 41 stations participating in the service. One copy of each program was circulated among a selected number of these stations. Because of the limited facilities, it was not possible to offer all programs to all stations. At this time the average monthly production of tapes was 17 reels, and the average monthly air time was 118 hours.*

Shortly after January, 1951, an effort was made to increase the network's output. Four "legs" or groups of stations were established. It was intended that four copies of all programs would be made and a copy circulated on each of the four "legs". This increased the average monthly production of tapes to 53 reels, and the average monthly air time to 167 hours. This also made it possible to offer all programs to all stations. Such was the network on June 1, 1951, the starting date of the grant from the W. K. Kellogg Foundation.

The first steps taken under the grant were the purchasing of recording equipment and tape, and the hiring of additional personnel. The equipment purchased was so selected that it could serve in the duplicating process while the search for a large duplicating machine was conducted. The number of "legs" or groups of stations was increased to 8. The number of stations participating increased to 52. Four months after the start of the grant the average monthly air time to 1,082 hours. These figures represent a significant improvement in

increased

*Throughout this report "air time" indicates the following computation: total running time of all programs distributed multiplied by the number of stations using the programs. Includes only regular series. Does not include extra programs or in-school programs.

the service. More programs were being distributed to more stations in less time.

Within a few months the number of stations increased to 70. The annual NAEB convention was held in Biloxi, Mississippi, in November, 1951. At this meeting the NAEB Board of Directors took up the problem of levying a fee on stations using the network. It was deemed wise to put to the test the willingness of stations to support the network operation. A schedule of assessment fees was devised and the matter was put to the membership for a vote. (See Appendix "C".) The membership approved the plan. Thus, prior to the need for income from the stations to augment the annually decreasing funds from the Kellogg grant, the member stations agreed to pay a substantial annual assessment fee. The results of this action have been highly encouraging. 8 stations felt they could not afford to continue the service on a paying basis. This left a total of 62 stations. Since then some have returned to the network, and a few new stations have joined. The present total of paying stations is 65. Three additional stations have asked for the service indicating that with the next assessment period, beginning July 1, 1952, there will be 68 paying participants in the network.

By January of 1952 the network achieved its present operational level. The average monthly tape production increased to 1,061 reels. There were now 12 "legs". Average monthly air time increased to 1,231 hours. This indicates the scope of the operation at the time of this report.

PROGRAMS AND THEIR UTILIZATION

The tape network has offered 73 regular series of programs plus 12 extra series or individual programs, totalling 904 individual programs. This represents 12,797 hours and 30 minutes of air time. *

The programs have been obtained from a wide variety of sources including: member stations; the British Broadcasting Corporation; the Cooper Union; the Canadian Broadcasting Corporation; the University of Berne, Switzerland; the Federal Security Agency; the Mutual Security Agency; the Armed Forces of the United States; the United Nations; UNESCO; commercial stations and networks; private foundations; and other public service agencies. The programs have been concerned with many important subject areas and were presented in numerous formats.

The percent of stations using regular program series has run from a low of 20% to a high of 100% with an average percentage of use of 66%. This is an encouragingly high percentage in view of the fact that use is entirely optional on the part of the station. No effort is made to increase the usage of programs except to select programs of continually higher quality. This use of the network service has also been achieved with a distribution system that cannot guarantee a regular delivery of tapes on a sufficiently safe basis to insure complete regularity of scheduling. This bodes well for the network's future.

* (See Appendix "B".)

TOWARD A SOLUTION OF SOME PROBLEMS

Two important steps were taken during the past year to help solve some of the network's most pressing problems.

In January there met in Urbana a group of engineers and invited electronics specialists. This group was concerned with the technical problems of tape recording and the mass reproduction of tapes. Tape recording is such a new process that the extant technical standards are incomplete. Thus it became obvious that technical standards would have to be devised by our own members. A preliminary report was submitted. The standards are now being revised and will soon be published as a technical guide for the entire network operation.

In February there met in Lafayette, Indiana, the Tape Network Program Acceptance Committee and the In-School Programs Committee. These committees were confronted with the problem of establishing policies and evaluative criteria for programming the network. A greatly increased mutuality of thinking on the subject of programs resulted. A report of these findings was published for the information of all member stations. The In-School Programs Committee took further action in implementing an active distribution of programs designed for classroom use in elementary and secondary schools. This distribution is now a successful reality.

THE OPERATION

At this writing the network is still required to operate on a "bicycle" basis. The equipment, tapes, and personnel made possible by the Kellogg grant have permitted expanding this operation to a maximum degree. However, optimum service is not possible under a "leg-bicycle" system. There are too many possibilities of shipping errors, delays in the mail, and actual losses of tapes. Experience indicates that the most effective operation is a direct two-way service wherein each station is supplied directly from headquarters with its own copies of all programs. This is possible only with a machine capable of duplicating tapes in mass volume. Such a machine is now contracted for and will be installed no later than July 1, 1952. Starting with the programs to be issued in September, 1952, each station will receive its own copy of all programs, and the network will achieve the operating efficiency toward which it has been striving.

The network has acquired approximately 5,200 reels of recording tape. This quantity has made possible the continually expanding service. Tape supply has been one of the major chronic problems. This situation has not changed. With the advent of direct headquarters-station service the need for tapes will be increased. The only alternative to an increased tape supply is a reduction in the volume of programming distributed. At this time it is anticipated that approximately 10,000 reels of tape will be needed to keep the network operating at peak efficiency.

CONCLUSIONS

The NAEB Tape Network has achieved a position of eminence in the field of educational broadcasting. It is now enjoying a national, and even an international, reputation. It is supplying a significant program service to the vast

majority of non-commercial educational stations in the United States. It is providing the residents of the major population centers with a truly alternative radio service. It is clear that this has been possible because of the grant from the Kellogg Foundation. It would not have been possible to weather the early days of the operation without this help. It is equally clear that continuing support by the using stations will be accomplished to a degree in excess of the most generous estimates.

This much has been achieved before the network reached its maximum efficiency. The full potential of this idea will not be realized until the mass duplicator is installed. The keen enthusiasm expressed by member stations has been developed while operating under a system that precludes regular, dependable, and timely service. This will be altered during the summer of 1952.

Program resources are maturing and developing at a most encouraging rate. National organizations, governmental agencies, foreign governments, international organizations, and private public service groups are now exercising the initiative in providing programs for the network. In the fall of 1952 the network will begin the distribution of programs produced under a grant from the Fund for Adult Education. This project was predicated on the existence and efficient operation of a tape network service. Plans are developing for extensive cooperative program production by member stations.

In view of all of this, it is impossible to look upon the future of the tape network with anything but enthusiastic optimism.

PLANS FOR 1952-53

Plans for utilization of the money outlined in the attached budget statement can again be divided into three general areas:

- (1) Network operation
- (2) Seminars, meetings, etc.
- (3) Central office functions

The NAEB Tape Network has been seriously hampered this past year by the lack of the key piece of equipment, the mass duplicator. With its arrival now seemingly only a matter of days away, we are making many plans not only to adequately use this piece of equipment but to change the operation of the network so that it can more speedily and more surely distribute the many fine programs which are available to it. The major hope is that we can dispense entirely with the system of legs and start a system of direct distribution to each member station. We are also looking forward to handling some exceptional program material especially the Adult Education Project's series.

The arrival of the duplicator means not only a change of methods but also a change of personnel and their duties. These plans are again well

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one public school broadcasters will meet in Allerton House, June 15-25. Under the guidance of H. B. McCarty, I. Keith Tyler, Al Gaines, and Jim Macandrew,

the guidance of H. B. McCarty, I. Keith Tyler, Al Gaines, and Jim Macandrew, it will have as consultants *see sheet* *Dir., Office Radio, Chicago* they should solve not only some of their operational problems but should also *These people* provide a good answer to the ever asked question, "Where does broadcasting fit

into the operation of a public school system?"

Plans are rapidly being completed for the television workshop at Iowa State College this summer. This is to be a cooperative venture with Iowa State College and perhaps the Joint Committee on Educational Television. It should bring together those people most actively engaged in preparing for the operation of educational television stations or production centers.

It is the plan with all seminars to make the important item the amount and kind of information the attendee can take home and apply. The Norman, Oklahoma, regional meeting was ~~actually~~ this type of meeting. It is a pattern which will be followed in at least two other regions this year. Regions II and ~~IV~~ VI have already submitted preliminary plans for such a meeting in their area. No Board action has been taken at this time, but it is the feeling that these meetings will not be held until late fall or winter.

The NAEB Convention in Minneapolis in early November will, of course, receive much consideration from headquarters. Should it become necessary to support this convention by bringing in outstanding speakers or in other ways, the budget is flexible enough to handle it.

The NAEB Board when meeting to consider the attached budget held lengthy discussions on the ^{PORTION} ~~money~~ allocated to seminars. There was a general realization that there were more jobs which needed doing this year than there was money available to do them. The Executive Director was authorized to proceed along the lines approved but to continue to explore the possibilities in other areas and, if possible, to make some concrete plans for such work. The Board then wished to reconsider and possibly petition the Kellogg Foundation for

additional money for work in this area during this current fiscal year.

In the central office area, main effort will be given over to the integration ^{and} coordination of the many NAEB projects such as the TV monitoring project, the Adult Education Project, and others. It is hoped that not only can the liaison function be strengthened but that many of the projects not now operating directly from the central office will be able to gear their operations to it in a more concrete way. Of course, the normal function of distribution of literature, of maintaining the files, of doing as much of the secretariat work as is possible for the officers will be maintained.

James L. H.

Summing up the meaning of the attached budget in terms of NAEB plans for 1952-53, this means that:

- (1) We will have for the first time a really effective tape network able to furnish a copy of every program direct to every station.

This allows for greater flexibility and does away with the impossible situations involved in the "bicycle method."
- (2) We will hold the first seminar devoted to consideration of the role of broadcasting by the public schools.
- (3) We will hold two more regional conferences. This enables us to take the most advanced knowledge on educational broadcasting directly to the small broadcasters and school systems.
- (4) We will have a more effective central office in a better position to serve educational broadcasters generally and to focus and unify the exciting activities now under way.
- (5) We will have the opportunity for work groups and NAEB committees to meet occasionally and restudy the problem before educational broadcasters and the proper functioning of the national organization and its programs. Certain plans for this type of study are now under way. NAEB officers will undoubtedly wish to talk to the Foundation in more detail about this later.

end -

Spending up the meaning of the attached budget in terms of what it means

for 1952-53, this means that:

(1) *With the first time a really effective type network*

SECOND YEAR

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A Proposal

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W. R. Kel

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BRIEF REPORT TO THE W. K. KELLOGG FOUNDATION
from the
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As one of the oldest professional organizations in America, started in 1924, the NAEB existed for many years as an organization in which the representatives of some twenty or thirty institutions owning and operating college stations met more or less informally together once or twice a year, whenever other conferences saw them assembled. It was not a particularly strong or confident group since in virtually every bout in which real (usually commercial) competition was encountered, educational broadcasting came out second best. The number of educational stations had been virtually decimated, being reduced from 200 to 20, between the early 1920's and the early 1940's.

Most members of the small organization realized that this situation was due largely to lack of genuine organization, lack of adequate budgets, lack of status within their own organizations, (which frequently meant lack of respect for the medium of radio), and lack of representation at the national and higher educational levels.

The possibility of opening up new space in the spectrum, as FM was being considered, along with the above conditions, led to increasingly serious discussions of a recognized and reserved place in the American educational picture, and specifically in the wireless spectrum, for educational broadcasting. This, it was thought, would prevent a repetition of the decimation mentioned above, in which education, in many areas and respects the pioneer in radio in America, lost some of the finest station channels in the United States to commercial broadcasters.

During the 1940's modest efforts were made by NAEB leadership to begin to hold conferences with some of the outstanding educational planners in the nation. The NAEB's confidence in its mission and task was strengthened by several factors: 1) its success and leadership in rallying support to secure specific allocations in the FM broadcast spectrum for educational use exclusively; 2) the friendliness and understanding with which its proposals and thoughts were met in the FCC as then constituted; and 3) the apparent favor with which certain Foundations looked upon its plans and proposals.

In the late 1940's funds were secured for the first of what was to be a series of three Allerton House conferences, at which broadcasters, subject matter specialists, and social scientists particularly met together for two-week periods, long enough to begin to hammer out blueprints for the future. Out of these meetings came a dream...but also broad outlines for what, it now became obvious, would require considerably larger resources than the NAEB had at its disposal, plus a permanent staff and office. Plans were drawn up which could be presented as requests for Foundation support.

Meanwhile, however, the work of the association had to go on. One of the tasks which the members wished to undertake without undue delay was the starting of an exchange of programs which might be considered a sort of experimental mutual network operation. In 1950 this project was started. Tapes of programs were distributed from WNYC in New York, at first, the programs being "bicycled" from station to station. There were few resources except a box of postage stamps, and a stack of tapes (both gifts), and a great deal of good will and enthusiasm. The number of programs which could be thus exchanged was small. Loss and damage were high. Nerves and tempers were frequently frayed. The limits of this sort of operation were soon reached. However, a start had been made. Further meetings were held to refine the plan, which was developing, of what the NAEB and its member stations could do if adequate financing and a central office were available.

In this plan it was visualized that, over a five-year period, a network would be launched, a central office for the Association and home for the network set up, and professional, service and research activities inaugurated which would put educational broadcasting on its feet and on the map. This plan and dream found realization in the W. K. Kellogg Foundation grant of 1951.

At this stage it can safely be stated that more has been accomplished in this three-year period just passed than even the most ambitious and visionary members of the NAEB Board, or its wise consultants, expected could be accomplished during the first three years of the projected five-year plan. Although accomplishments were far above those anticipated, the size and complexity of the tasks and problems which continued to develop and emerge, were even more so, for wireless communications turned out to be the fastest-changing and fastest-developing field in the United States.

The financial resources and qualifications of those schools which became FM licensees as the new spectrum space opened up were not of the same order as those of the earlier stations, which had been used as the basis of the projection. Efforts to get them to take over the full cost of the Network were not able to be as accelerated as had been hoped. Too rapid a rate ran the risk of forcing many to drop out because of inability to keep up with too rapidly rising a rate structure. Original plans and ambitions have had to be tempered with realities. Success is now assured, and will be realized in this venture, but perhaps somewhat more slowly than many had hoped, and with a somewhat larger number of fatalities than was expected.

The cost of the struggle for channels for education in television (in which the NAEB took a leading part, a former NAEB President becoming the Executive Director of a new Organization, the Joint Committee on Educational Television (JCET), which rallied the forces and organized the campaign which ended in success) and of the services needed by prospective and actual educational TV stations, out of all proportion to their number, has also proved far higher than anticipated. A larger share of the budget than was earmarked has had to be budgeted for television if educational television was to become a reality, and if the NAEB was to remain the central association of both TV and radio for education. Fortunately much of the material needed was in this context produced by NAEB committees. For out of the Kellogg grant, and one of its most important products, has come what we believe is probably a unique situation in which much of the work of an Association is actually and economically done by committees, as many of the NAEB's finest and most useful publications will reveal.

One of the most critical situations to develop during the last year, and briefly alluded to above, was the strong possibility that a splinter organization for educational television only would be formed. This possibility has now been avoided, but the cost in money and efforts has been high. In recent meetings of the NAEB President and Executive Director with the Joint Committee on Educational Television (JCET), the National Citizens Committee for Educational Television (NCCET), the Educational Television and Radio Center (ETRC), and the American Council on Education (ACE) Television Committee, during the past few weeks and months, we have been gratified to find our unique position firmly established and the NAEB recognized as the permanent and central association in educational wireless communications. For it would be a great tragedy if modestly financed and under-staffed stations were expected to support a multiplicity of organizations, all alleging to be their indispensable protectors and sponsors. All but one of the educational stations on the air in the United States are NAEB members and an increasing proportion of NAEB TV officers are television directors or television station managers.

It is now increasingly apparent that the NAEB is here to stay, with no need for it to affiliate or compromise with other groups in any way which will significantly impair its independence and freedom of action. It is now recognized as a leader instead of a follower, and the NAEB Board meetings scheduled during the next year, with America's leading School Superintendents, College and University Presidents, and other leaders, will insure that its course will increasingly be educationally responsible and carefully considered.

Through the aid granted by the W. K. Kellogg Foundation, educational broadcasting has strengthened its position in the United States. Adequate "delivery facilities" for educational materials have been assured and greatly improved. This strengthening and improvement have come mainly from the broader scope of activity and wider sphere of influence which the grant made it possible for the NAEB to exert.

Since the beginning of the W. K. Kellogg Foundation grant, the NAEB Network so tentatively launched in 1950 has become world-renowned. Present plans for at least one commercial network, NBC, call for careful consideration of converting to a tape network for radio instead of an inter-connected one. This would put the NAEB at least three years ahead of commercial radio. Steady programs of workshops, seminars and scholarships have helped several hundreds of present and future educational radio and TV staff members to secure more adequate training and inspiration. NAEB scholarship certificates now hold a place of honor comparable to those of Guggenheim, Rockefeller and other such groups on the walls of the offices of many fine educators. The first real headquarters for educational broadcasting in the world is conducting itself with dignity and honor, making American educational broadcasters the best informed broadcasters in the world. In a tribute of imitation, a "University of the Air", (of which the NAEB is probably the most honored member), has been created in Europe, whereby programs are exchanged by all the 21-nation members.

One reason for the greatly increased productivity of NAEB committees is that, with Kellogg Foundation assistance, they have been able to meet and carry on their business on a face-to-face basis. The same is true of regional meetings to develop educational radio and television locally. The first NAEB regional meeting in the history of educational broadcasting was held in Norman, Oklahoma, March 28-30, 1952. Since then such meetings have also been held in North Carolina, Michigan, and Oregon, with plans for two additional ones during the next year.

During 1952-53, the NAEB sponsored a seminar for Public School Broadcasters, and in 1953-54 a Seminar for Writers of In-School Programs. During the last three years, the NAEB also has increased liaison with broadcasting systems of foreign countries and with other educational organizations in the United States. It also has administered three series of Grants-in-Aid, which have produced broadcast broadcast series, both radio and television, which have further enhanced the prestige of the Network and the NAEB in general.

During 1953-54 particularly, the NAEB established publication exchanges with foreign broadcasting systems and other educational organizations which spread the name and respect of the NAEB around the world. 1953-54 also saw the establishment, at NAEB Headquarters, of a central Educational TV and Radio Placement Service for the United States, a Station Management Consultation Service, and a new-full-time Engineering Service. The NAEB also coordinated the selection and missions of the three Fulbright scholars in radio and TV whom America has sent to Europe.

As this is written the membership of the NAEB has increased to 235 members. During 1953-54 four of its finest engineering committee reports, six Television Operation Committee Reports, and the first of a series of Research Committee Reports were published. In addition to the reports mentioned above, the results of these and other committee meetings were a revised constitution, more programs auditioned by the In-School Program and the Network Acceptance Committees, increased exchange of foreign programs through the International Relations Committee, over 30,000 lines of publicity in newspapers and trade magazines, and the processing of nearly 200 applications for the 120 NAEB Scholarships and Workshop and Seminar Fellowships, in both television and radio, which are being granted during the 12-month period from October 1953 to October 1954.

Considering the NAEB Radio Network alone, during the 1953-54 period the Network distributed 28,000 hours of programming to its member stations. This is an increase of 27% over the 1952-53 output and an increase of 115% over the 1951-52 output. Over the three-year period of its existence, the Network has distributed over 50,000 hours of programming. Network service includes programs to a general audience and a special category of programs designed especially for listening in the classroom.

These thousands of hours of programs have been distributed to a membership of 83 stations. Last year Network membership reached 85 stations, but when the assessment fee was increased the number of stations dropped to 78. Since that time the number of network stations has slowly increased to the present membership of 83, as more educational stations have gone on the air. According to the recently completed study of the NAEB Research Committee, showing a coverage of eighty million, the NAEB now reaches half of the population of the United States, plus parts of Mexico and Canada, with these program services.

In 1952 we were distributing 6 hours and 45 minutes of programming per week to 65 stations. We are now servicing 83 stations with 7 hours and 15 minutes weekly. This means that approximately 1,000 tapes per week are sent out from NAEB Network Headquarters. In peak periods during the past year, over 1,200 tapes a week were sometimes mailed. (This has of course greatly increased mailing expenses and this situation has been intensified by an increase in postal rates for Zones 4 and beyond, in which 2/3 of the NAEB member stations are located.)

The sources of Network programs are increasingly becoming our own member stations. However, a great many program series have been contributed by such agencies as the American Foundation for the Blind, UNESCO, The American Society of Friends, the Cooper Union Forum, and the Air Training Command. Some programs from the British Broadcasting Corporation have been distributed to NAEB stations, and Network Headquarters has been the traffic office, arranging for the distribution of many more hours of BBC programs directly to member stations. One series from Radio-Italiana and ten series from the French Broadcasting System were also broadcast by NAEB stations during 1953-54.

The acquisition of a second mass duplicator during this past year, through the generosity of a supplementary grant from the W. K. Kellogg Foundation, has made possible a considerable improvement in both quality and economy of operations. It is now possible to begin to shift emphasis from the mass service to a more individual service aspect of its operation. The various stations, of course, find this arrangement much more satisfactory with the result that Headquarter-station relations have greatly improved.

The travel funds provided by the Kellogg Foundation have made possible five meetings of the Network Manager with the Network Acceptance Committee, the In-School Program Committee, and the In-School Program Sub-Committee. These meetings have resulted in refinement of program selection procedures and a revision of methods of program offerings and distribution.

All in all the NAEB Network is providing an essential service to the educational broadcasting stations of America. Without the aid of the W. K. Kellogg Foundation this service, which 80% of all member stations list as the most essential of all services which the NAEB provides them, would never have materialized or become a model for installations in many other parts of the civilized world.

Much has been done. But much still remains to do. The NAEB's efforts to serve the cause of education and its membership, providing wise and broad leadership and essential services to educational broadcasting throughout the world, will not be relaxed, though it will obviously have to be adapted to the realistic conditions which will arise and prevail in so rapidly a changing picture as is the rule in wireless communications.

The job which the very wise planners who submitted the first project plans had thought could be done in five years, it is now obvious, is a job which will consume far more time, and consume far more money and energy than was then thought. This is a tribute to the importance of the general area in which the grant was made, as well as to the energy of the NAEB in opening it up. If support for somewhat more than the five-year period originally considered as adequate is necessary, it is not a result of a failure, but of a success. There have been many distractions and competing events to retard the development of that public sentiment and understanding which must exist before educational broadcasting can exist without Foundation assistance. More organizations than the NAEB have found the past three years full of energetic, uncontrollable forces. It is these forces, and the need to develop understanding and controls for them that makes the NAEB believe that its role will continue to be an increasingly essential one to American and world education.

It is the sincere hope of the writer that consideration of this brief report may be supplemented by a glance at the complete ANNUAL PROGRESS REPORT OF THE NAEB TO THE W. K. KELLOGG FOUNDATION, as forwarded on June 22. In it will be found a fuller and more adequate expression of the fine relationship which exists between our two organizations, and a statement of some of the plans of the NAEB for the more adequate publicizing and distribution of the results of our common efforts.

It is our hope that the record of accomplishment which emerges from these combined reports may be the source of as much satisfaction to the W. K. KELLOGG FOUNDATION as to the National Association of Educational Broadcasters, whose sincere thanks are hereby most sincerely expressed.

Respectfully submitted
for the NAEB President
and Board

H. J. Skornia
Executive Director
July 26, 1954

Ch. 10

Request for Supplemental Funds
to the
W. K. Kellogg Foundation

I. Publications

A. The General, long-term problem:

In general the situation in this area is partly responsible for the confusion, the sometimes over-lapping jurisdictions of the many organizations interested in radio and television, and the duplication of publications services.

The AERT (Association for Education by Radio and T.V) Journal, the JCET (Joint Committee on Educational Television) publications, the NCCET (National Citizens Committee for Educational Television) News, the ACE (American Council on Education) Television Newsletter, various audio-visual magazines, the NAEB Newsletter, and the NPAC (National Project in Agricultural Communications) publications, to mention only a few, illustrate this duplication. The efforts of various organizations to preempt this area and "coordinate for all" are becoming both confusing and intense, as evidenced by this excerpt from a letter dated June 1:

".....One of the topics he mentioned in which he was interested related to Audio-Visual COMMUNICATION REVIEW. He stated that there was some interest in a professional journal which would service the radio-television field but that some objected to using COMMUNICATION REVIEW as an outlet because it had the sub-title 'Audio-Visual.'

"We in DAVI have no particular interest in maintaining the 'Audio-Visual' in the title. We debated at some length about whether or not to add it in the beginning, but decided to do it, so that we could somewhat narrow our approach to the field of communications, feeling that it was not wise to spread ourselves too thin. If you will look over the back issues, I am certain that you will find that we have taken a rather broad approach to the field of communications and would like to do an even better job in this respect."

This is only one of nearly a score of such efforts which we experience regularly. At present, any person desirous of keeping informed in the communications area must read nearly a score of scattered publications, or run the risk of missing essential parts of the rapidly expanding framework of communications. Many now borrow and quote from each other in rather incestuous and uneconomical fashion, but no one is yet in a position to coordinate, integrate, and edit (in the best sense) these scattered efforts. Although the NAEB is probably not the only organization which feels concerned about this, or which might undertake the publication of such a journal, it is obviously a better placed group than some which may take over (or are likely to end up by taking over) this function.

In upcoming discussions which the NAEB proposes to hold in the near future, with the representatives of such other organizations as the NPAC, it is hoped that a (perhaps joint) proposal may be evolved which the W. K. Kellogg Foundation might be interested in supporting. In view of the longer-

term planning needed for this project, however, and the fact that conferences are scheduled with other national organizations both at the end of June and in October, which will bear on this problem, no specific request in this general area is made, beyond those items referred to immediately below.

B. Special (limited) Publications and Promotion Budget Request:

(1) General Statement: The quantity, quality and potential usefulness of many of the products of NAEB Kellogg-financed committees and studies have outrun the NAEB's budgetary and staff ability to edit, publish, and distribute them. Many materials have accumulated this year, awaiting editing and distribution; more will become available next year, as the results of various other committee projects (the Research Committee's study and report on the Network's operations etc.) begin to reach Headquarters.

Because of the NAEB's inability to get these materials out rapidly and in attractive form, some of them (particularly in television), though NAEB-produced, are beginning to appear under the labels of other organizations with more adequate publications budgets, generally also from foundation sources.

(2) Specific items for which publication funds are requested:

(a) Notebooks, dividers, folders, standard cover sheets, and heading paper (much as JCET uses for its various reports) to enable regular service distribution, on a loose-leaf basis, to members, (non-recurring). \$3,500.00

(b) New Newsletter cover and back sheet, including new art work, printing, and additional improvements in Newsletter format to meet the needs of distribution in increasingly important circles in the U. S. and abroad, (non-recurring). \$1,000.00

(c) Publication and distribution of specific reports selected as deserving a better format and wider distribution than present budget permits. Except for those items indicated with an asterisk, which represent annual projects and needs for a two-year period, all are one-time requests intended to assist the NAEB in making these many useful materials available in the many areas where they are urgently needed, and where they may help prevent the collapse of plans, hopes, or going activities, and contribute to greater efficiency and better informed educational broadcasting. In most cases these materials are the products of Kellogg-financed NAEB Committee studies and investigations.

(1)	NAEB TV Operations Committee reports	\$2,000.00
*(2)	NAEB Engineering Committee reports	1,800.00
*(3)	NAEB Research Committee reports	3,500.00
*(4)	NAEB legal and rights service reports	1,100.00
(5)	Publication of Region VI Conference minutes (including speeches of Newburn, Castell, and others)	1,500.00
(6)	Publication of two Regional Conference minutes of next year at \$1,500.00	3,000.00

(7)	Publication of Proceedings of 30th Annual Convention	\$2,500.00
(8)	Publication of Digest and Extracts of first six Regional Conferences and highlights of recent national conferences.	3,000.00
(9)	NAEB and Network Promotion brochures (need revising and improving)	1,700.00
*(10)	Other anticipated committee and/or other reports as needed for 1954-55	3,000.00
Total of above Requests for Publications and Printing Expenses		\$23,100.00
(Of this \$9,400.00 is to be considered as recurring; \$13,700.00 as non-recurring, for 1954-55 only)		

(3) Personnel Additions needed to handle the above, plus routine editing of approximately 12 other anticipated committee and study reports (expected to require only duplicating and distribution to members, rather than publication for wider distribution).

(a) Qualified editor, to handle items mentioned in (2), above, as well as to edit the improved NAEB Newsletter planned, and, if necessary, to serve as Radio-TV Editor for any combined publication which may emerge as suggested in section A, above. Salary of experience editor (annual) \$7,500.00

(b) Secretarial assistance to handle the above (annual)

	3,600.00
Total (recurring)	<u>\$11,100.00</u>

Total, item I costs (of which \$20,500.00 recurring, \$13,700.00 non-recurring)	\$34,200.00
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Administrative handling charge first year @ 5%	<u>1,710.00</u>
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Total needed, this Project 1954-55 (Subsequently \$20,500.00 plus \$1,025.00 (5%) for total of \$21,525.00 per year)	\$35,910.00
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II. Need for funds to establish an NAEB Washington office

A. Purposes

1. As outlined in last year's request, realization of this project would provide the close liaison the NAEB needs as it increases its contacts, and stature, with

a. the other educational organizations of the U. S., most of which are located in Washington: the NEA (National Education Association), ACE (American Council on Education), DAVI (Department of Audio-Visual Instruction), the U. S. Office of Education, the Association of Land Grant Colleges, the MENC (Music Educators National Conference), and others.

b. Federal agencies such as the FCC (Federal Communications Commission), the U. S. Information Agency, the Departments of Agriculture, Commerce, Health and Welfare, the Department of State; foreign embassies and information offices, and the various others with which the NAEB's operations and functions bring us into increasing contact.

2. Such an office would permit

a. supplying members with regular government, industry and other reports normally originating in the East.

b. servicing network members with recorded Washington and other East Coast reports, and a bi-weekly one or two-page news flier, supplementing the present Newsletter.

B. Annual funds requested (for a two-year grant)

Associate Director	\$10,000.00
Secretary	3,600.00
Radio Program and Recording Expenses	4,500.00
Travel	1,500.00
Service Materials	2,400.00
Other Expenses (rent, administration, etc.)	<u>6,000.00</u>

Estimated total (per year, for two-year
initial grant) \$26,000.00

III. A Proposed Two-Year Project of Basic Prestige Programs for Broadcast in America and Abroad

A. General Statement: NAEB member stations have consumed several hundred hours of British, French, Italian and other foreign programs during the past three years. In exchange the International University of the Air has offered to distribute equivalent NAEB features to its twenty-three member-nation networks and stations. So far, except for necessarily limited use of some of the NAEB's earlier series (Jeffersonian Heritage, etc.) the NAEB has been unable to keep up its end of this exchange. Each of the series proposed below would find a ready market abroad, as well as give the NAEB Network and NAEB TV members increasingly significant offerings. None of these projects is likely to be realized except as the NAEB may be able to undertake them.

B. Projects Proposed

1. The Meaning of Americanism (better title to be selected)
This is essentially a further development with modifications, of the Prestige Radio Series Proposal (And Man Shall Grow: Education in the U.S.A.) submitted last year. Quoting, in part, from last year's proposal:

"Series: Thirteen (13) one-half hour programs.

"Purpose: To show the role of education in the development and growth of the U.S.A. to government, to society, and to the individual.

"Contents: Resources of education, based upon research. To include

educators and the educated, the child and the adult, the stories of trials--successes and failures, and examples of contributions to a developing Democracy.

"Techniques: Basically, woven documentary and narration.

"Authorities: To be planned and produced by competent professional personnel, under direction and supervision of professional producer, aided by professional educator or educators as consultants. Example of possible consultants: Professor James Bartlett Edmonson, Dean Emeritus, College of Education, University of Michigan; Professor Ralph Tyler, University of Chicago; Professor Edgar Dale, Ohio State University.

"Uses: (1) By NAEB Network stations, first choice; (2) commercial radio stations, on a non-commercial basis; (3) adult education groups; (4) in-school use; (5) libraries; and (6) the general public."

In further elaborating specific plans, it is now felt that the series might best be implemented as follows:

a. It is proposed that three NAEB-Kellogg awards be offered for the best, second best, and third best series in the field of Americanism, presenting examples of the American way of life at work and in evolution in the American educational system and in other walks of life in America. The first award would pay \$15,000.00 (for the completed series with both commercial and educational rights); the second \$10,000.00; the third \$5,000.00. Twenty thousand dollars (\$20,000.00) would be set aside for promotional expenses, Producer-Consultant's and judges' fees, travel, and other expenses.

For this sum it is expected that three half-hour thirteen-(or perhaps 18) week series would be made available to American and foreign radio, through this joint effort and grant.

Illustrating various possible chapters and approaches which might be used, are the following suggested headings, some of which might become entire series:

"What Makes a Good School?"

"The Contribution of the Working Man (Labor) to American Democracy"

"The Contribution of the Farmer (Agriculture) to American Democracy"

"Industrialization: Its Meaning to a Dynamic Democracy"

"The Social Structure of Modern American Society" (With Dr. Reisman and other University of Chicago sociologists who are now studying this problem particularly).

"The God-Loving and God-Fearing Basis of American Democracy" ("Democracy and God")

"The American Heritage in Folklore and Song"

"Great American Elections"

An additional \$20,000.00 is also requested to provide for the selection and production, from the results of this project, of at

least three half-hour television programs (selected from the best of the above) for airing over both educational and commercial television stations, as outstanding examples of "The American Way of Life at Work."

The radio programs produced, and possibly the Television programs as well, after distribution over the NAEB Network, will be made available for distribution in Europe, at least, through the International University of the Air, as stated above.

Estimated Budget Required	\$70,000.00
Administrative Costs	<u>3,500.00</u>
Total	\$73,500.00

2. (NAEB-Kellogg) Grants-in-Aid for (three) Series of In-School Programs.

This area has been greatly, though undeservedly, neglected in the NAEB's previous prestige series, earlier prestige grants, for example, having been restricted to adult education emphasis. And nowhere is the need greater. Two Seminars in this area (both Kellogg-financed) have revealed, outlined, and suggested various projects requiring implementation, including one proposed Canadian-American exchange series and one in the field of conservation. Outlines of these projects as developed at the recent Seminar, will be available within the next few weeks.

Quoting from last year's request:

"These grants would be administered by NAEB, and would be made available to educational institutions with radio stations or with radio program production centers. The grants, to be made upon application, would be used by educational institutions to improve a series which might need a 'lift' to bring it to NAEB Network quality."

In past experiences, the NAEB has discovered that this is one of the most efficient methods of stimulating outstanding programs.

Grants Proposed (up to maximum of \$4,500 or \$6,000 each, subject to committee decision)	\$18,000.00
Committee Meeting, Travel and Promotion	2,000.00
Administrative Expense (5%)	<u>1,000.00</u>
Total Requested	\$ 21,000.00

3. Repeatedly recommended by the NAEB Program Planning Committee is a series of programs (thirty-nine had originally been visualized) on Diseases of the Nervous System and Psychosomatic Medicine, planned and discussed with the American Medical Association to cover the the most significant diseases (polio, cerebral palsy, psychiatric disorders, aphasia etc.). Although a considerably larger sum would be needed for

professional presentation talent, on a cooperative basis, by using member stations and the general grant-in-aid approach, it is felt that an adequate series could be prepared for the NAEB Network (and distribution abroad of certain selected programs) for the sum listed here.

Writing and Production (grants), Radio Series	\$20,000.00
Film or Kinescope for Television	5,000.00
Administration (5%)	<u>1,250.00</u>
Total Requested	\$26,250.00

4. It is felt that possibilities of a new order for the giving of credit courses have been opened up by television, as compared to radio. It is also felt that most experiments or efforts in this area are as yet relatively uncoordinated, and that the NAEB, whose member stations are the ones now experimenting in the area, could, if funds were made available, most profitably provide a carefully planned experimental project in this area, using selected schools and universities, with distribution to NAEB members, followed by evaluative measurements and reports which, it is believed, would be of great value to education in the U.S.

Cost of Project (estimated)	\$20,000.00
Administration (5%)	<u>1,000.00</u>
Total Requested	\$21,000.00

- IV. As television needs become more apparent to NAEB members, various kinescope or film projects are needed to help eliminate waste and fumbling, which could be disastrous to educational television. The following request is therefore herewith presented, in the belief that educational television in America will be greatly benefited thereby:

A. Funds for a series of four kinescopes to be used for training local representatives of national organizations in the best use of television as a medium for presenting informational and educational programs.

Since the NAEB is vitally interested in the entire area of educational television, it would appear that this is one way in which a significant contribution can be made to raising the general level of programs of an informational and educational nature. The various national organizations have very worthwhile material to bring to the attention of the American people, but, unfortunately, the general professional competence of programs presented by local chapters of national organizations is generally not such as to attract a large audience.

Not only is the NAEB interested in seeing good educational programs appear on commercial television stations, as well as our own educational stations, but the commercial operators would be more likely to welcome organizational programs that are produced with a little more "know-how."

A similar series of four kinescopes has been produced by the NPAC for the training of farm and home economic extension workers in the proper use of television in their extension work. However, the NPAC kinescopes are too specifically designed for agricultural extension workers to be of value for

general use by national organizations.

This proposal grows out of the attendance of the NAEB Associate Director at the recent CNO (Council of National Organizations) TV Workshop at Toledo. Following the showing of the NPAC kinescopes at the Workshop, the Associate Director met with part of the executive staff and the TV Committee of CNO. At this meeting, he outlined roughly the project being proposed here and it met with immediate enthusiasm on the part of the CNO representatives. They felt that such a series of kinescopes would be of invaluable assistance to local chapters of the various national organizations. It was agreed that the proposed kinescopes could follow the same general pattern as the NPAC kinescopes, but that the content would have to be of a more general nature to be applicable to the many organizations that would want to use them.

If funds for this project are approved, the NAEB will commission one of its member stations to produce the series of kinescopes. (WKAR-TV might be the logical choice in view of the experience of the staff in producing the NPAC series.) The planning for the series would likely be done in cooperation with the CNO so that the community cooperation, philosophy, concepts, and procedures for the use of television for educational purposes developed by the CNO could be incorporated in the kinescopes and the guides for their use.

The kinescopes would include material pointing out to local organizations the advantages of working together in the preparation and presentation of educational programs of mutual interest with mutual objectives. The advantages and the necessity of working together in their relationships with television stations would also be clearly presented.

Printed booklets, describing how the kinescopes are to be used and enlarging on some of the material, will be prepared for distribution with the kinescopes.

After the kinescopes are produced, 20 kinescopic copies of the series would be made. These copies would then be made available, on a loan basis, to local chapters of national organizations.

Organizations using the kinescopes would be urged to use them as an integral part of a training workshop rather than as a lone training vehicle. However, the kinescopes would be such that they could be used alone if necessary.

Actual Production Cost: 4 kines @ \$500.00	\$2,000.00
Talent (Expert consultant for planning series; script preparation, rehearsal, talent, etc.)	1,600.00
Cost of recording 20 copies of the series (4 x 20 x \$30.00)	2,400.00
Preparation of booklets (including writing, printing, etc.)	2,000.00
Distribution	1,000.00
Administration (5%)	<u>450.00</u>

Total Requested \$ 9,450.00

B. As has been pointed up particularly during and following various in-school personnel meetings and conferences, including the recently completed Kellogg-financed In-School Writers' Seminar, the need for training films or kinescopes specifically for teachers and producers of in-school television programs is also most urgent. The full outline of the proposed series, also of four kinescopes, will be drawn up in full by the NAEB In-School Committee if it appears that funds can be made available. The procedure and cost breakdowns would be the same as for the above project proposal.

Total Requested \$ 9,450.00

V. Other Services

A. Consultation Service Budget:

During the past few years it has become apparent that the NAEB membership itself contains resource strengths not previously realized and not fully tapped. Questionnaire replies are now being returned in the NAEB Research Committee's Inventory of Human (and potential consultant) Resources.

The problem will still prevail, however (until the slow progress of NAEB members up the ladder to adequate local financial support is considerably further along), of funds to get the people with the proper skills to the proper places, when, as frequently occurs, neither the consultant nor the requesting station has adequate travel funds. In order to provide for the adequate distribution of the potential management, program, utilization and promotional skills to member stations, the following budget is requested to cover principally travel, but occasionally also consultant fees (when only outside consultants would solve the problem involved). It is felt that this project will be extremely important in helping get stations into a position to develop more adequate local support.

Annual Budget	\$10,000.00
Administrative Costs (5%)	<u>500.00</u>
Total Requested	\$10,500.00

B. Radio Program Service for Schools

One of the long-term hopes of the NAEB has been for an eventual archive and library service for the American Schools. Quoting from last year's request, with a slight modification of the proposed fee basis:

"This would be the initial effort to make available to school systems program series that had been accepted and used by the NAEB Network. This would be tried on a small scale, to determine needs and potentialities for future expansion. Simply stated, this service would be inaugurated with previous and present NAEB Network series made available by tape recording. Master copies of programs would be kept on file. Tapes would be sold to stations at \$5.50 per 30-minutes of programming, limiting each tape to two programs, or programs would be copies upon tapes furnished by schools at \$2.00 per program, or rented on a nominal basis, if the rental demand arises.

"The cost factors arising are: (1) small storage cabinet, (2) tape supply, (3) cataloging of available programs, (4) securing "rights"

holders permissions to use the series for such purposes, and (5) preparation of descriptive materials for distribution, and (6) distribution and handling of programs.

"Estimates:

Tapes for first 3-year Network programs, in-school programs only	\$1,260.00
Storage cabinet	300.00
Cataloging, duplicated materials, clearances	600.00
Total	<u>\$ 2,160.00</u>

"It should be noted that approximately \$1,500.00 could be diverted to the NAEB Network at a later date if this project is found not to be filling in apparent educational need."

C. Grants-in-Aid in Television

In last year's request two television projects were proposed. The following one of those two would appear to be at least as much needed as it was at that time, and is therefore herewith respectfully repeated, with slight modifications:

"To aid educational institutions in the planning and production of a series of educational programs for television. The funds to be administered by the NAEB. Grants to be made upon application, (using the same committee procedures used in the NAEB's other grant-in-aid projects) and upon showing of potential good to educational television to come from such series."

Sum requested	\$20,000.00
Administrative Costs (5%)	<u>1.000.00</u>
Total Requested	\$21,000.00

D. Special Project for Special and One-Time Series and Service to Other Organizations.

During the past year, because of budget stringencies, the NAEB was unable to provide the cooperation it would have liked in answer to various requests for generally one-time services. In order to agree to undertake such projects as the proposed NPAC BBC Agricultural series, which the NAEB agreed to undertake, it was necessary to quote a figure (adequate to cover the staff-time, tape, mailing and other costs) higher than would be necessary if a reserve fund and provision were available providing for a revolving fund operation on an actual cost basis. To be able to undertake such projects in the future, a revolving fund for one-time service both for NAEB projects developed to meet pressing needs which occur, and to outside deserving organizations, is needed. It is believed that the sum listed below would make possible approximately fifty small projects of this nature, which would gradually make the NAEB's influence and assistance available to an increasingly larger number of organizations with deserving educational objectives, and lay the basis of a self-supporting service by the NAEB.

Budget requested	\$5,000.00
Administration (5%)	<u>250.00</u>
Total	\$5,250.00

E. Scholarship and Training Program

During past years, many letters have reached this office inquiring about possibilities for financial support for various types of personnel-training projects. This includes modest assistance to make possible staff exchanges on short-term basis between NAEB members as well as with the CBC, the BBC or other systems, and support of Fulbright scholars in both directions when genuine hardship is demonstrated or when an exchange that would not otherwise be possible is made possible. (There will be no possibility of an NAEB selectee going to Britain next year because of the financial inability of the NAEB or its members to accept a BBC representative this year, for example.) This project should be on a continuing basis if it is to be effective.

Three-year Budget Proposed	\$ 15,000.00
Administration (5%)	750.00
	<hr/>
	\$15,750.00

VI. Conclusion

In conveying this request, on behalf of the NAEB we wish to express our deep appreciation for the increasingly obvious significance of the development which the W. K. Kellogg Foundation's grant, to enable the creation of a national office and Network, has made possible. Without this office, staff, experience and distribution system, the NAEB could never have secured, accepted, or successfully administered the other grants (for TV monitoring Studies, grants-in-aid, workshops and scholarships, the "Big Four"---Jeffersonian Heritage, Ways of Mankind, People Under Communism and Voices of Europe, and other series regularly scheduled and winning increasing recognition). The structure to make all this possible is Kellogg-created and largely Kellogg-maintained.

In our requests it will be noted that we are placing considerable emphasis on funds to enable us now more adequately to publicize this growth, and to give Kellogg-financed projects (Seminars, Committee Reports and Publications, Regional and National Meeting Proceedings, Research Studies) a published form, and a distribution which will make their valuable contents more usable to schools, radio and television stations, and civic groups both in the U.S. and abroad.

As is so often the case, in reports on broadcasting project which must be heard rather than seen, if full impact and value are to be appreciated, we realize that our written report and the materials distributed are only suggestive. With the requested funds, for the uses outlined, more adequate reporting and a more accurate picture should be possible for the extremely significant projects and materials which the W. K. Kellogg grant to the NAEB has made possible.

If a priority must be placed on the projects outlined here, therefore, our preference would be for the granting first of funds to carry out the project outlined in the first item of the Supplemental request.

In the other requests for supplemental funds for deserving projects (believed to be in line with Kellogg Foundation objectives) will be found, we believe, evidence of the practice which the NAEB has always followed,

of approaching the W. K. Kellogg Foundation first, as new areas of need develop.

In the case of all requests, projects of at least two years are visualized unless otherwise stated.

Respectfully presented on behalf
of President Graydon Ausmus and
the NAEB Board of Directors.

H. J. Skornia
Executive Director
July 23, 1954

(h.d.)

Request for Supplemental Funds
to the
W. K. Kellogg Foundation
(Beyond regular Grant Renewal)

*First
draft - for
Assess &
Schooler
reactions
only
+ discuss
with
Van Patten*

I. Special Publications and Promotion Budget:

A. General Statement: the quantity, quality and potential usefulness of many of the products of NAEB Kellogg-financed committees and studies have outrun the NAEB's budgetary ability to edit, publish and distribute them. Many materials have accumulated this year, awaiting editing and distribution; more will become available next year, as the results of various other committee projects (study of the network, etc.) begin to reach Headquarters. Many NAEB-produced materials are already being published by other organizations, with more adequate publication budgets.

B. Items Projected:

1. Notebooks, dividers, folders, standard cover sheets, and heading paper (much as JCET uses for its various reports) \$ 3,500.00
 2. ~~Newsletter~~ cover and back sheet art work, printing, and additional improvements in ~~Newsletter~~ format. 1,000.00
 3. Publication and distribution of specific selected reports (deserving better format and wider distribution than present budget now permits):
 - a. NAEB TV Operations Committee reports \$2,000.00
 - b. NAEB Engineering Committee reports 1,800.00
 - c. NAEB Research Committee reports 3,500.00
 - d. NAEB legal and rights service reports 1,100.00
 - e. Publication of Region VI Conference minutes (including speeches of Newburn, Castell, and others) 1,500.00
 - f. Publication of two Regional Conference minutes of next year at \$1,500.00 3,000.00
 - g. Publication of Proceedings of 30th Annual Convention 2,500.00
 - h. Publication of Digest and Extracts of first six Regional Conferences and highlights of recent national conferences 3,000.00
 - i. NAEB and network promotion brochures (need revising and improving) 1,700.00
 - j. Other anticipated committee and/or other reports as needed for 1954-55 3,000.00
- Total of above Requests for Publications
and Printing Expenses 23,100.00

C. Personnel Additions needed to handle the above, plus routine editing of 12 other anticipated committee and study reports:

1. Qualified editor, on one-year experimental basis, to handle items mentioned in B, above, as well as to edit the improved NAEB Newsletter planned; at present this is greatly neglected, due to the pressure of other duties. Salary of experienced young editor (probably on leave of absence from regular position). 7,500.00
2. Secretarial assistance to handle the above 3,600.00
- Total, item I costs \$34,200.00
- Additional (administrative handling charge)
to be forwarded separately 1,710.00
- Total needed, this Project \$35,910.00

II. Funds to establish a Washington Headquarters Office.

A. Purposes

1. This would provide the close liaison the NAEB needs as it increases ~~liaison the NAEB needs as it increases~~ its contacts, and stature, with
 - a. the other educational organizations of the U.S., most of which are located in Washington: the NEA, ACE, DAVI, the U.S. Office of Education, the Association of Land Grant Colleges, the Music Educators National Conference, and others.
 - b. Federal agencies, such as the FCC, the USIA, the Departments of Agriculture, Commerce, Health and Welfare, Post Office, the Department of State; foreign embassies and information offices, etc.
2. Such an office would permit
 - a. supplying members with regular government, industry and other reports normally originating in the east.
 - b. servicing network members with recorded Washington and other East Coast reports, and a bi-weekly one or two-page news flier.

B. Funds requested (for one full year from date of grant).

For Associate Director	\$ 10,000.00
For Secretary	3,600.00
For Radio Programs and Recording	4,500.00
For Travel	1,500.00
For Service Materials	2,400.00
Other Expenses (rent, etc.)	<u>4,000.00</u>
Estimated total	\$ 26,000.00

III. Additional funds to enable expansion of the services and offerings of the NAEB tape network to other organizations (to make possible cooperation with various projects, such as the NPAC, now not possible with assessing them the costs of securing additional personnel) and to launch a service for NAEB Associate members, whose only outlets are commercial stations. These services will enable the NAEB more fully to realize its potential as made possible by the two tape duplicators now available, thanks to Kellogg Funds.

Funds for labor (hourly)	\$ 2,800.00
Funds for app. 1,000 additional tapes	2,500.00
Other costs (postage, packing, administrating, etc.)	<u>1,500.00</u>
Total, special fund	\$ 6,800.00

IV. A Program of Prestige Radio Series unlikely to be forthcoming from any other source than the NAEB (and for which foreign radio systems look to the NAEB) for Americans and others to hear. This is essentially a further development of the Prestige Radio Series Proposal ("And Man Shall Grow: Education in the U.S.A.") submitted last year. Quoting from last year's proposal:

"Series: Thirteen (13) one-half hour programs.

"Purpose: To show the role of education in the development and growth of the U.S.A. to government, to society, and to the individual.

"Contents: Resources of education, based upon research. To include educators and the educated, the child and the adult, the stories of trials--successes and failures, and examples of contributions to a developing Democracy.

"Techniques: Basically, woven documentary and narration.

"Authorities: To be planned and produced by competent professional personnel, under direction and supervision of professional producer, aided by professional educator or educators as consultants. Example of possible consultants: Professor James Bartlett Edmonson, Dean Emeritus, College of Education, University of Michigan; Professor Ralph Tyler, University of Chicago; Professor Edgar Dale, Ohio State University.

"Uses: (1) By NAEB Tape Network stations, first choice; (2) commercial radio stations, on non-commercial basis; (3) adult education groups; (4) in-school use; (5) libraries; and (6) the general public."

It is now felt in further elaborating specific plans, that the series might best be implemented as follows:

- a. That three NAEB-Kellogg awards be offered for the best, second best, and third best series in the field of Americanism, presenting examples of the American way of life at work and in evolution in all walks of life in America. -The first award would pay \$15,000.00 (for the completed series with both commercial and educational rights); the second \$10,000.00; the third \$5,000.00. Twenty thousand dollars (\$20,000.00) would be set aside for promotional expenses, Producer-Consultant's and judges' fees, travel, and other expenses.

For this sum it is expected that three half-hour thirteen (or perhaps 18) week series would be made available to American and foreign radio, through this joint effort and grant.

Illustrating various possible chapters and approaches which might be used, are the following suggested headings, some of which might become entire series:

"What Makes A Good School?"

"The Contribution of the Working Man (and labor) to American Democracy"

"The Contribution of the Farmer (Agriculture) to American Democracy"

"Industrialization: its Meaning to a Dynamic Democracy"

"The Social Structure of Modern American Society" (with Dr. Reisman and other University of Chicago sociologists who are now studying this problem particularly).

"The God-Loving and God-Fearing basis of American Democracy ("Democracy and God")

"The American Heritage in Folk Lore and Song"

"Great American Elections"

(Great University, Library and Museum Collections, particularly of Americana, in a series which might be called "Your Treasures America")

It is suggested that the executive producer-consultant selected to coordinate this series would have an additional budget of \$10,000.00 to enable on-the-spot grants to schools which could produce single-shot programs for such a series, only if given financial aid (up to \$500.00 per program) subject, of course, to approval by the coordinating Committee selected for this project.

Finally, an additional \$20,000.00 is recommended, to provide for the selection, from the results of this project, of at least three half-hour television programs (selected from the best of the above) for airing over both Educational and Commercial Television stations, on outstanding examples of "The American Way of Life at Work".

The radio programs produced, and possibly the Television programs as well, will be made available for distribution in Europe, at least, through the International University of the Air, which has already requested such a series.

Estimated Budget Required	\$ 80,000.00
(plus Administrative costs of	<u>4,000.00</u>)
Total	\$ 84,000.00

V. Other series for which the NAEB has had plans for several years, and the endorsement of various groups contacted, include the following:

- A. A series of kinescopes, for national organizations, on the uses of TV. This proposal grew out of the attendance of Associate Director Harold Hill at the recent CNO Workshop in Toledo, and the explanation, by Mr. Harold Hill, is herewith quoted in full. This project, like others selected, would require fuller elaboration as soon as its acceptability is confirmed:

"That the NAEB should attempt to obtain funds for the production of a series of three or four kinescopes designed to teach local organizations how to make the best use of TV for presenting educational and informational programs. These programs could be similar to the series of four produced by WKAR-TV for NPAC, except that they would be more general. The NPAC kines are too specifically aimed at farm advisors and home economics advisors to be of much general use. When necessary funds are obtained the NAEB should commission one of its TV members to produce the series. (WKAR-TV might well be the logical choice, due to its experience with the NPAC series.) When the kines were completed and copies made, they would be turned over to the GNO for distribution, on a loan basis, to local chapters of GNO members wishing to train their personnel in the uses of TV. These kines would not be aimed at a general audience and would not be actually shown over TV stations. Kinescope, rather than film, was chosen because it would be an easier method. (This was Armand Hunter's opinion also, I believe.)"

Since we are interested in the whole area of educational television, it would appear that this is one way in which we can significantly contribute to better programs. We are interested in seeing good educational programs appear on commercial stations, as well as our own educational stations, and the commercial operators would be more likely to welcome organizational programs that are produced with a little more "know-how."

Estimated costs of this project, including administrative costs	\$ 33,000.00
---	--------------

- B. An experimental series, for both radio and television of credit courses, from selected Universities, with NAEB distribution. Cost experimentally, \$20,000.00
- C. A medical series on the Nervous System and Diseases and Treatment thereof. Estimated costs, on a cooperative basis (coordinated centrally) \$10,000.00
- D. (Last item of IV, above, might better come here, as a separate project plan.)

- VI. (NAEB-Kellogg) Grants-in-aid for (three) Series of In-School Programs. This area has been greatly neglected in the NAEB's various other prestige series. (FAE grants, for example, have been restricted to adult education emphasis) And nowhere is the need greater. Two Seminars in this area (both Kellogg-financed) have revealed, outlined, and suggested various projects requiring implementation. Quoting from last year's request:

"These grants would be administered by NAEB, and would be made available to educational institutions with radio stations or with radio program production centers. The grants, to be made upon application, would be used by educational institutions to improve a series, which might need a "lift" to bring it to NAEB Tape Network quality."

\$ 18,000.00

VII. Grants-in-aid for two Television Series.

"To aid an educational institution in the planning and production of series of educational programs for television. The funds to be administered by NAEB. Grants to be made upon application, and upon showing of potential good to educational television to come from such series."

\$ 20,000.00

VIII. Scholarship Program

In general, these funds would provide for an on-going budget to enable the NAEB to assist:

1. In making possible (generally by supplementing the individual's own contribution) study of outstanding American Educational radio and television staff members at the CEC, the EBC, in exchanges between American stations, etc., as described in last year's request,

Budget requested

\$ 5,000.00

2. Exchange Fellowships, as requested last year:

"to cover out-of-pocket expense of Fulbright Scholar to Great Britain (\$2250), and travel and incidental expenses of return-fellow to USA (\$750).

3. Others, (to make up \$15,000.00 mentioned by Ausman) to be spelled out by Graydon

\$ 7,000.00

- IX. A budget for special one-time programs (as for and with NPAC) as needed:
\$4,000.00
(Duplication with No. V?)

X. Radio Program Service for Schools

"This would be the initial effort to make available to school systems program series that had been accepted and used by the NAEB Tape Network. This would be tried on a small scale, to determine needs and potentialities for future expansion. Simply stated, this service would be inaugurated with previous and present NAEB Tape Network series made available by tape recording. Master copies of programs would be kept on file. Tapes would be sold to stations at \$5.50 per 30 minutes of programming, limiting each tape to two programs, or programs would be copied upon tapes furnished by school at \$2.00 per program, or rented on a nominal basis, if the rental demand arises.

The cost factors arising are: (1) small storage cabinet, (2) tape supply, (3) cataloging of available programs, (4) securing "rights" holders permissions to use the series for such purposes, and (5) preparation of description materials for distribution, and (6) distribution and handling of programs.

Estimates:

-Tapes for first 3-year Network programs, in-school programs only	\$1260.00
-Storage cabinet	300.00
-Cataloging, duplicated materials, clearances	600.00
	<u>\$2160.00</u>

It should be noted that approximately \$1500 could be diverted to the NAEB Tape Network at a later date if this project is found not to be filling an apparent educational need."

- XI. Consultation Service budgets (to pay expenses of qualified NAEB members, whose services and knowledge would frequently solve the problems of other NAEB members). Neither expert nor requesting member now generally have the funds necessary for the travel necessary to realize this project. The Research Committee's "Inventory of (Consultant) Human Resources at NAEB Member Stations", now in progress, will provide the organizational structure, data (and lists of individuals) needed for implementation: Budget needed for Consultant fees, (\$10,000.00), Travel (\$4,000.00) and administration (\$700.00):
\$14,700.00

XII SPECIAL NOTE: Although presented last, one of the most pressing problems in the communications area now is the confusion resulting from the great multiplicity of publications. The AERT Journal, JCET publications, the NECET News, the ACE Television Newsletter, NPAC publications, audio-visual magazines, the NAEB Newsletter, etc. etc. The efforts of various organizations to preempt this area and "coordinate for all" are becoming very confusing and intense, as evidenced by this excerpt from a letter of June 1, just received:

"One of the topics he mentioned in which he was interested related to Audio-Visual COMMUNICATION REVIEW. He stated that there was some interest in a professional journal which would service the radio-television field but that some objected to using COMMUNICATION REVIEW as an outlet because it had the sub-title 'Audio-Visual.'

"We in DAVI have no particular interest in maintaining the 'Audio-Visual' in the title. We debated at some length about whether or not to add it in the beginning but decided to do it, so that we could somewhat narrow our approach to the field of communications, feeling that it was not wise to spread ourselves too thin. If you will look over the back issues, I am certain that you will find that we have taken a rather broad approach to the field of communications and would like to do an even better job in this respect."

This is only one of nearly a score of such efforts which we experience regularly.

Although the NAEB is probably not the logical organization to undertake the publication of such a journal, it is obviously a better placed group than some which may take over, (or are likely to end up taking over) this function.

In case the W. K. Kellogg Foundation, in its broad communications interests, plans, or would care, to create or sponsor such a magazine, the NAEB would be grateful to contribute, (if funds are available) a (or the) radio and television editor for such a publication. With the NPAC and its other communications interests, we believe that a Kellogg-sponsored effort could do much to bring clarity and definition out of the increasing chaos. The NAEB can be counted on to lend its every effort to any such step which the Kellogg Foundation may be prevailed upon to undertake, or to discuss this problem further if it is felt desirable. At present, any person desirous of keeping informed in the communications area must read nearly a score of scattered publications, or run the risk of missing essential parts of the rapidly expanding framework of communications. Many now borrow and quote from each other in rather incestuous and uneconomical fashion, but no one is yet in a position to coordinate, integrate, and edit (in the best sense) these scattered efforts.

In conveying this request, on behalf of the NAEB we wish to convey our deep appreciation for the increasingly obvious significance of the development which the W. K. Kellogg Foundation's grant, to enable the creation of a national office and Network, has made possible. Without this office, staff, mechanism, experience and distribution system, the NAEB could never have secured, accepted, or administered the other grants successfully (for TV Monitoring Studies, grants-in-aid, workshops and scholarships, the "Big Four"—Jeffersonian Heritage, Ways of Mankind, People Under Communism and Voices of Europe, and other series regularly scheduled and winning increasing recognition. The structure to make all this possible is Kellogg-created and largely Kellogg-maintained.

In our requests it will be noted that we are seeking funds to enable us now more adequately to publicize this growth, and to give Kellogg-financed projects (Seminars, Committee products, Regional and National Meeting Proceedings, Research Studies) at least as fine a published form, and at least as wide a distribution ~~was~~ as those projects financed by the FAE (all of whose grants have included adequate funds for publication and distribution) have had.

Our budget so far has not been such as to enable us to give the Kellogg Foundation the honest credit due it. If a priority must be placed on the projects outlined here, therefore, our preference would be for the granting first of funds to carry out the project outlined in the first item of the Supplemental request.

Want to keep?

Mr. Schooley

COPY

January 20, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

This is a request on behalf of the National Association of Educational Broadcasters to the W. K. Kellogg Foundation for a grant in the amount of \$9,825 for the purpose of holding an educational broadcasting seminar as soon as possible after July 1, 1956. (See proposed budget, attached.)

PURPOSE AND NEED

In 1949 a seminar on the role and purposes of educational broadcasting was held at Allerton House, the University of Illinois conference center at Monticello, Illinois. (A copy of the report of this seminar is enclosed.) Another seminar, this time concentrating on the planning and production of educational radio programs, was held at Allerton House in 1950. Both of these conferences, financed by grants from the Rockefeller Foundation, were attended by educational broadcasters from all parts of the United States as well as representatives from the Canadian Broadcasting Corporation. Consultants were selected from both the fields of education and broadcasting.

Not only did these earlier conferences do much to raise the general level of educational broadcasting, increase awareness of the social problems involved, and raise the stature of educational broadcasters, but tentative plans laid at these conferences culminated in the establishment of the N.A.E.B. Network and a permanent national N.A.E.B. Headquarters, both made possible by a grant from the W. K. Kellogg Foundation.

Since the first two Allerton House Seminars great progress has been made in educational broadcasting, both radio and television. Now, six years later, educational broadcasters need to re-~~evaluate~~^{evaluate} goals set by those first two seminars and re-examine educational broadcasting, its progress and goals, in the light of present-day conditions, not only in the field of educational broadcasting, but in the entire area of education. For example, there is definite need for the determination of the role which

Changed on original

broadcasting might or should play in the whole educational program of our nation in view of the mounting pressure brought to bear by the great influx of new students at all levels, elementary, secondary, college and adult. There are also numerous very real threats to educational broadcasting to be considered. Both radio and television frequencies allotted to education by the Federal Communications Commission are in danger. Recent editorials in the trade press and attacks from other sources threaten to curtail the logical and essential expansion of educational broadcasting, if not its very existence. A Seminar such as the one here proposed will enable leaders in the educational broadcasting field to meet with outstanding consultants to plan ways and means of meeting these problems.

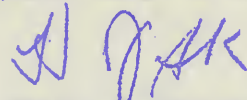
ORGANIZATION OF SEMINAR

The proposed Seminar would bring together, for a period of ten days at Allerton House, 25 selected participants and resource personnel and consultants to aid in guiding the Fellows in their considerations of the problems here suggested and their possible solutions. Fellows will be very carefully selected by a committee appointed by the President of the N.A.E.B., and insofar as possible will be chosen from among the younger men and women of promise who occupy central positions of responsibility in educational radio or television. Selection will be made on the basis of the contribution to education that these Fellows can be expected to make as a result of attending this Seminar.

Consultants will, as in past seminars, be selected on the basis of outstanding leadership qualifications in specific subject matter areas nearest the core of present critical educational problems. All expenses for Fellows and consultants would be paid, and consultants would be given an honorarium.

A complete record of the deliberations of the Seminar would be kept and a comprehensive report published. This report would then be distributed at no cost to all members of the N.A.E.B. for their guidance and copies would be made available, at a nominal cost, to others desiring to purchase the report. Free copies would be distributed to recognized leaders and authorities in the entire field of education so that they may be made more aware of the growing potential of broadcasting as a specifically educational tool. Further, this report is expected to serve as a springboard for deliberations later carried on in small groups at subsequent Regional Conferences of the N.A.E.B. In this manner the valuable results of the proposed Allerton House Seminar would enjoy the widest possible dissemination and secondary as well as primary uses.

Respectfully submitted on behalf of
N.A.E.B. President F. E. Schooley and
the N.A.E.B. Board of Directors,



Harry J. Skornia
Executive Director

HJS:cr

Enclosures: Proposed Budget

Report of First Allerton Seminar

PROPOSED BUDGET

Food and lodging, 25 Fellows, 10 days @ \$8.50 a day	\$ 2,125.00
Travel (including meals en route), 25 Fellows, average 1200 miles round-trip @ \$.08 per mile	2,400.00
Consultants and resource personnel, including honorarium and expenses	2,500.00
Reporting, editing, publication and distribution of proceedings	1,800.00
Management expenses (costs of planning, travel expenses for committee planning seminar and selecting Fellows, general administration of Seminar, etc.)	500.00
Contingencies	<u>500.00</u>
Total	\$ 9,825.00

This grant would be handled as a separate project with separate accounting. Any unused balance from this one-time grant will be returned to the Foundation upon its conclusion.

January 30, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

In a ~~separate~~ package I'm sending you one each of the albums we've produced, and the Ways of Mankind volume. These, with the tapes you have, should fill you in pretty well on the NAEB as a program originator.

Sorry you won't have a chance to listen to the tapes. I hope Dr. Morris and/or interested Board or Trustee members may have a chance to hear some of them sometime. I hope we did not prevent this by any delay at this end.

Is there anything else needed to be sure that the Foundation is fully informed on the NAEB? If not, may we thank you most sincerely for the time and interest you have devoted to us, and wish you bon voyage.

We hope you will pass our respects on to Dr. Morris as well. Incidentally, will word of official action on our requests reach us from you before you leave, or from someone else? We are holding up other requests for this word, and want to be sure that all channels are clear.

Most sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CC: F. E. Schooley ✓

PROPOSED REQUEST FOR GRANT
To the W. K. KELLOGG FOUNDATION
From the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

This is a request on behalf of the National Association of Educational Broadcasters to the W. K. Kellogg Foundation for a grant in the amount of \$235,000 for the five-year period, July 1, 1956, to June 30, 1961. See proposed budget, Appendix A. This grant would be administered through the University of Illinois in the same manner as the present one.

It is the belief of the NAEB that such a grant, made sequential to the previous grant of \$286,093 by the Kellogg Foundation, would be a noteworthy contribution of the Foundation to the educational interests of an American society now beset with unusual and enormous, if not critical, problems, in the task of making the American educational system available to all worthy citizens, of all ages and of all ranks. The task grows greater each year; it does not lessen.

That the NAEB is an important organization in the educational world is seen by an examination of what it is, what it does, and what it can do in educational radio and television broadcasting. Much has been accomplished in four short years with the support of the Kellogg Foundation. But much remains. Let us look at the picture.

The NAEB Radio (tape) Network

Four years after the start of a five-year plan the NAEB Radio Network is serving 76 member stations with the best in educational radio programs. It distributes 18,200 hours of programming each year. (See Appendix B.) It is an exchange of quality programs between members. It is serving university and college and school stations with programs for adults and programs for in-school use. It is enabling under-staffed and under-financed member stations to devote

more time and money to those programs which they do produce, thus raising the level of educational programs, and increasing the respect which such programming enjoys not only in America but throughout Western Europe as well. It has brought other monies to educational radio through grants-in-aid which have enabled the Network to carry prestige programs recognized as some of the most outstanding educational programs produced anywhere. Some of these have been broadcast by the regular radio systems of England, Canada, France and Italy. Others have been broadcast throughout the world by the Armed Forces Radio Network. In-school and adult programs carried by the Network have won many national awards.

NAEB Headquarters Operations

Here is the fountain head for information on educational radio and television. Here is the service function to members of the association. Here is the heart that gives encouragement and provides needed information to those who believe in the role of education by radio and television. Here is the flame that lights the fire that encourages others to utilize the great potential in man's modern means of communications.

Here, situated on a University campus, the NAEB is sought out by others to help them build a better educational product of American citizenry. From here the NAEB seeks to aid others and reinforce the effort that is being made to effectively utilize radio and television in educating men of all ages. It is a constituent member of the American Council on Education, and the Joint Committee on Educational Television; it has worked cooperatively with the National Project in Agricultural Communications, the Council of National Organizations, and the Adult Education Association, the Educational Television and Radio Center, and other such groups.

Its staff and association officers are serving in many advisory and consultative capacities providing consultation to the NPAC and others in TV and TV workshop planning; counsel and guidance to the President of the Educational Television and Radio Center; handling the screening and contacting of applicants for the Board on International Scholarships in selecting Fulbright scholars in the mass communications area (its president is co-chairman of the committee), and on working committees of the Council of National Organizations. These are but a few.

There are other ways, too, in which the NAEB has helped to give stature to educational broadcasting. It has counselled with college and university presidents and extension leaders in order to keep sight of the more important goal -- education as a whole. It has its own Organizational Liaison Committee on which the following organizations are represented: the Association for Education by Radio-Television, the American Association of Agricultural College Editors, the National Project in Agricultural Communications, the Southern Regional Education Board, the United States Office of Education, the Division of Audio-Visual Instruction of the National Education Association, the National Association for Better Radio and Television, the Music Educator's National Committee, the Council of National Organizations, the Adult Education Association, the National Citizens Committee for Educational Television, the Educational Television and Radio Center, the American Council on Education, the American Educational Theatre Association, the Joint Committee on Educational Television, the Speech Association of America, the University Film Producers Association, and the national radio and television networks.

Seminars and Workshops

Steady upgrading of programs and of educational station personnel is proceeding under the auspices of the NAEB in both radio and television broadcasting. Most recent examples are: (1) A workshop for Writers of In-School Programs, held in St. Louis under the grant from the Kellogg Foundation to NAEB. Here new insights and new inspirations were given some twenty educators especially interested in in-school programming by radio. Educators and educational broadcasting leaders from both United States and Canada served as consultants. (2) Within the current year, three of the six NAEB regions have held conferences on educational radio and television broadcasting problems of the day. Of these the ones held in Ames, Iowa, and Amherst, Massachusetts, were made possible by funds from the current Kellogg grant, completing the first "round" of Kellogg-sponsored regional meetings. The one in Atlanta, Georgia represents the first of a second round or series of regional meetings which members have found worthwhile enough to justify holding at their own expense, whenever conditions permit.

From other sources, funds have been secured to hold Educational Television Production Workshops and Educational Television Engineering Workshops, to provide consultant services, to set up and operate American Educational Broadcasting's own radio and television placement service, and to provide scholarships for advanced study in TV.

Research

One NAEB service inaugurated within the past year, with the assistance of Dr. Wilbur Schramm, has made such a contribution to educational broadcasting that

its success at times threatens to engulf the association. The NAEB TV Research Fact Sheets have drawn requests from far and wide, from within and without our borders. At times requests have been greater than NAEB financial resources have made it possible to provide.

Currently, the NAEB Research Committee is working on a project to compile data on available research studies in radio and television, centralizing research data and efforts regarding educational uses and methods. Within the month, the Research Committee has issued a 400-page directory listing available data on those engaged in educational radio and television in USA, and providing for the first time in history an inventory of consultant resources in educational radio and TV in the U.S.

International Relations

Earlier we mentioned the part the NAEB plays in selection of Fulbright scholars in radio and television, and the broadcasting of NAEB programs beyond our borders. There are other contributions of the NAEB in international understanding. In cooperation with the Asia Foundation, the NAEB produced in Asia a series of programs entitled "Asia Speaks" in which "voices of Asia" were recorded for broadcasting in the United States. The NAEB Radio Network carried this series. Currently, the Fulbright Scholar in Italy is furnishing a weekly series of programs for the Network. A member of the NAEB Board of Directors served as a Fulbright Scholar in the United Kingdom. Another NAEB representative was a Fulbright Scholar in France. The NAEB participates in the Prix Italia contests and awards, both as

a member of the Committee and of the Jury, and is a member of the International University of the Air, representing the United States. Publications and research are regularly exchanged with most of the nations of Western Europe, as well as with Japan, Pakistan, Korea, and the Philippines. Our 1955 Annual Convention will reflect international goodwill and emphasis also, with both the British Broadcasting Corporation and the Canadian Broadcasting Corporation contributing important elements to the planned programs in educational radio and television.

Information

Modest in format and duplication process, the NAEB Newsletter, published monthly, serves an important role in educational radio and television broadcasting. Here important information is available for members and non-members. Today, the Newsletter has the highest paid circulation among non-members in its history, modest as the figure may be. Steadfastly the subscription list and quotations from this publication are growing. The NAEB TV Engineering Service supplies special bulletins to NAEB members on a bi-monthly basis. Literally thousands of letters of inquiry are handled annually by the Headquarters Staff besides the information it distributes on a regular basis (See Appendix C). A request arrives from a sociology professor in a mid-western university for a replacement of an album from NAEB supplies (an NAEB album, WAYS OF MANKIND) so that he can teach his class as planned on the following day. There's a new sociology textbook with a chapter based on a script from the series. There are similar requests for help from UNESCO, from the United States Information Service, which has had NAEB

scripts printed for use in its Information Centers around the world. And the International Committee on International Fellowships sends frequent foreign visitors to Headquarters on their quests for information about this new type of broadcasting for which America is now beginning to be known and respected in educational and cultural circles around the world.

NAEB Committees at Work

We have mentioned the important work of the NAEB Staff, and of its officers, but the picture of NAEB work would not be complete without relating the work of some of the committees, composed of NAEB members. The NAEB Radio Committee has a sub-committee which works on planning of educational programs, and a sub-committee which serves as a screening committee for acceptance or rejection of programs for the Network. Similar sub-committees work in the in-school programming area. The TV Program Committee currently is preparing to circularize TV members with program ideas, on a monthly basis. The Radio Network Committee has similar plans. The Public Relations Planning Committee is formulating guides for use of the Headquarters Staff to bring about even greater interest by educators and educational administrators in the potentialities of radio and television as tools for education. The Engineering Committee is busy working on technical staff advancement and on problems of improving equipment and standards of technical operations. The Professional Advancement Committee is busy studying problems concerning improved quality of staffs in both radio and television, and in administering the NAEB TV Workshop and Scholarship programs. Another good example of committee

work is that being done in planning and arranging for the 1955 Annual Convention which will be held in Chicago, October 26-29. The program promises to be the most important one in terms of educational broadcasting that NAEB has ever sponsored.

What is NAEB Today?

Today, four years after the beginning of the W. K. Kellogg Foundation initial grant, on faith, the NAEB is an association of universities, colleges, schools and other non-profit educational broadcasters with a membership of 271. It is an association of schools as well as colleges; of private as well as public institutions of education; of television as well as radio; of FM as well as AM; of agricultural and scientific as well as metropolitan, liberal arts and social science interests. It is not, and does not claim to be, "everything to everyone" in educational broadcasting, but by its very nature it is the one organization that has as active members actual educational broadcasters, in both radio and television, representing schools, colleges, and universities from coast to coast, from the Canadian border to the Gulf. It is today what its members have made it because of their beliefs and convictions that radio and television can play important roles in education; it is today what it is because of the Kellogg Foundation.

Why should the W. K. Kellogg Foundation make another grant to NAEB?

In order to help the NAEB to serve education; to help the NAEB go forward, not backward; to help education progress by utilizing radio and television in a formal sense; to help the NAEB serve the adult educational interests, in both the formal and informal sense; to help the NAEB perform its obligations in a way no

other association or organization can perform them because of the very nature of its membership. This we sincerely believe is a worthy effort for the NAEB. We hope the W. K. Kellogg Foundation will share this view with us.

How would these funds be utilized?

(1) To continue the Headquarter services to NAEB members -- active, associate, and affiliate, and to non-members interested in and concerned about the use of radio and television in education, (2) to continue the publication of the NAEB Newsletter and other related publications that will serve educational broadcasting, (3) to continue the work of committees from which will come other contributions to better educational radio and television broadcasting, (4) to aid in the upgrading of programs and the uplifting of staff personnel levels by seminars, workshops, and meetings of NAEB regions and committees, (5) to foster, encourage (and where financially feasible, sponsor) research in educational broadcasting to the end that the results will bring better broadcasting and better education, and (6) to so conduct the affairs of the NAEB that its stature and leadership shall continue to grow, in importance, quality and respect, enabling this association to continue its contributions to education in our society.

FES:HJS:wc
NAEB Headquarters
Urbana, Illinois
May 26, 1955

Appendix A

PROPOSED BUDGET
July 1, 1956 to June 30, 1961

ANNUAL BUDGET SUMMARY (1)

Salaries	\$29,750.00
Seminars, Travel, Research	13,000.00
Supplies	5,550.00
Administrative Expense (5%)	2,540.00
Annual Total Needed	<u>\$50,840.00</u>

Estimated income:

- From publications (including Newsletter) \$ 840.00
- Other income from NAEB Treasurer (re-
imbursement for other services and ma-
terials provided the Association by the
Kellogg Project) 3,000.00

Total Estimated annual income 3,840.00

Total annual sum requested from the W.K. Kellogg Foundation \$47,000.00

Five-year total requested \$235,000.00

BUDGET ANALYSIS

<u>Salaries and Wages</u>	
Executive Director	\$11,730.00
Associate Director	9,000.00
Secretary	3,972.00
Clerk-Stenographer	2,784.00
Miscellaneous Labor	1,000.00
Retirement (Employer's contribution - 7.79%)	2,141.16
Workmen's Compensation (1.5%)	427.29
	<u>(\$31,054.45)</u>
	\$29,750.00 (2)

Seminars, Travel, Research

<u>Seminars</u>	\$ 3,000.00
Regional Meetings	1,500.00
Executive Committee and Directors' Meetings	1,500.00
Office(r) Travel	3,500.00
NAEB Committees	1,500.00
Research	2,000.00
	<u>\$13,000.00</u>

Supplies and Expenses

Mailing, express, freight	\$ 1,200.00
Office supplies and expenses	1,000.00
Periodicals, books, clipping service	500.00
Telephone and telegraph	500.00
Equipment (Incl. parts replacement)	350.00
Publications	2,000.00
	<u>\$ 5,550.00</u>

- (1) All budget items averaged for five-year period
- (2) Net figure based on anticipated savings in some salary items
because of changes in personnel

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS*
Proposed Budget for July 1, 1956-June 30, 1957

<u>NAEB BUDGET SUMMARY</u>	<u>Proposed Budget</u> <u>1956-57</u>	<u>Budgeted</u> <u>1955-56</u>
Salaries and Wages	\$50,250.00	\$50,250.00
Seminars, Travel, Research	13,500.00	12,500.00
Supplies and Expenses	17,000.00	15,000.00
Administrative Expense (5% of Kellogg Grant)	2,350.00	2,137.15
Contingencies (General)	800.00	555.85
Total	\$83,900.00	\$80,443.00

<u>NAEB HEADQUARTERS (KELLOGG)</u>		
Salaries and Wages	\$29,750.00	\$29,750.00
Seminars, Travel, Research	13,000.00	12,000.00
Supplies and Expenses	5,850.00	5,550.00
Administrative Charge (5% of Kellogg Grant)	2,350.00	2,137.15
Contingencies (General)	400.00	305.85
Total	\$51,350.00	\$49,743.00

<u>NAEB NETWORK</u>		
Salaries and Wages	\$20,500.00	\$20,500.00
Travel	500.00	500.00
Supplies and Expenses	11,150.00	9,450.00
Contingencies (General)	400.00	250.00
Total	\$32,550.00	\$30,700.00

INCOME

Headquarters:		
Kellogg	\$47,000.00	\$42,743.00
Other Income (1)	3,000.00	5,000.00
Total	\$50,000.00	\$47,743.00
Network:		
Assessment Fees (2)	33,900.00	32,700.00
Total	\$83,900.00	\$80,443.00

* This budget is based on the assumption that we will receive a renewal of our Kellogg Grant (the number of years for which this grant is made is not material for this purpose).

(1) From materials and services provided for the Association by Headquarters on a reimbursable basis.

(2) Based on number of stations now on Network, as follows:

Class A - Full Service	- 18 @ \$800.00	- \$14,400.00
In-School Service	- 3 @ 400.00	- 1,200.00
Class B - Full Service	- 20 @ 500.00	- 10,000.00
In-School Service	- 2 @ 250.00	- 500.00
Class C - Full Service	- 24 @ 300.00	- 7,200.00
In-School Service	- 4 @ 150.00	- 600.00
		\$33,900.00

	Proposed Budget 1956-57	Budgeted 1955-56
<u>Headquarters Salaries & Wages</u>		
Executive Director (1)	\$10,800.00	\$10,200.00
Associate Director	8,400.00	8,000.00
Secretary	3,780.00	3,720.00
Stenographer (2)	2,400.00	2,640.00
Labor (3)	1,000.00	1,000.00
Retirement (Employer's Contribution)	2,064.16	1,913.22
Workmen's Compensation	395.70	383.40
Contingencies	910.14	1,893.38
Total	\$29,750.00	\$29,750.00
<u>Network Salaries & Wages</u>		
Network Manager (2)	\$ 4,500.00	\$ 4,800.00
Asst. Network Manager - Traffic	3,600.00	3,300.00
Asst. Network Manager - Production	4,200.00	4,140.00
Duplicator Operator (2)	2,640.00	2,940.00
Labor (4)	3,566.00	2,580.00
Retirement (Employer's Contribution)	1,215.07	1,233.94
Workmen's Compensation	277.59	276.30
Contingencies	501.34	569.76
Total	\$20,500.00	\$20,500.00
<u>Seminars, Travel, Research</u>		
Seminars	\$ 3,000.00	\$ 3,000.00
Regional Meetings	1,500.00	1,500.00
Executive Committee & Directors'		
Meetings	1,500.00	1,500.00
Office(r) Travel	4,000.00	4,000.00
NAEB Committees	1,500.00	1,500.00
Research	2,000.00	1,000.00
Total	\$13,500.00	\$12,500.00

- (1) Also will receive \$1,800 from School of Journalism and Communications for teaching one graduate course (2 hours a week, one semester only) for total annual salary of \$12,600.
- (2) Reduction due to change of personnel.
- (3) This item retained (though not used in 1955-56) to allow for possible loss of Engineering Service Secretary.
- (4) Increased help due to closer tape checking.

	Proposed Budget <u>1956-57</u>	Budgeted <u>1955-56</u>
<u>Headquarters Supplies and Expenses (1)</u>		
Mailing, Express, Freight	\$ 1,400.00	\$ 1,200.00
Office Supplies and Expenses	1,000.00	1,000.00
Periodicals, Books, Clipping Service	500.00	500.00
Telephone & Telegraph	600.00	500.00
Equipment (incl. repair and parts replacement)	350.00	350.00
NAEP Publications & Reports	<u>2,000.00</u>	<u>2,000.00</u>
Total	\$ 5,850.00	\$ 5,550.00
<u>Network Supplies and Expenses (1)</u>		
Mailing, Express, Freight	\$ 4,000.00	\$ 4,000.00
Mailing Materials	500.00	500.00
Office Supplies & Expenses	600.00	500.00
Telephone & Telegraph	500.00	400.00
Recording Service	50.00	50.00
Recording Tape (incl. boxes & reels) (3)	4,500.00	3,000.00
Equipment (incl. repair and parts replacement)	<u>1,000.00</u>	<u>1,000.00</u>
Total	\$11,150.00	\$ 9,450.00

- (1) Tentative, subject to changes of allotments within this group, as operationally necessary.
- (2) To include all costs of art work, printing and stenographic bureau services for publications from this Headquarters (including Newsletter), not including committee and research reports which are in each case charged to appropriate committees.
- (3) Includes money for 2400' reels for high quality music.

C O P Y

Item 32.m.
C O P Y

TO: Members of NAEB Research Committee

Jan. 23, 1956

FROM: R. J. Coleman, Chairman

SUBJECT: Status of committee work.

Since the Annual Convention of last October, when the officers who had served in 1955 were reelected, there has been no evidence of any change in the Research Committee. I have delayed any message to you pending word from President Schooley as to whether I would be continued as Chairman of the committee or whether there would be any change in membership. There being no word I presume that committees will continue as they were.

Our committee has lost the services of Merritt Ludwig, formerly with WOI. Merritt has assumed the position as Assistant to the President of Grinnell College, moving to Grinnell on Dec. 1. Merritt was a valuable member of our committee and we are sorry to lose him.

Three projects are in the works as of today. The study of the acceptance of the NAEB Radio Network offerings is to be written up. The data is all in. Herman Remmers completed the first part which was a study of the reasons why managers accepted or refused network programs. Herman completed this last fall. The second phase was a tabulation of the programs showing the incidence of their use by members. This is to attempt to see what programs have the most popularity and why. Third is the reasons the Program Acceptance Committee members give for their acceptance or rejection of programs offered to them for the network. I have all the material and hope to get at the writing of the report very soon now.

Another project, suggested at a Board of Directors meeting in Chicago, involves the NAEB Newsletter. It has been suggested that the Newsletter eventually become a magazine in keeping with the strength and prestige of the organization. The editor is immediately confronted with decisions which must be made on the basis of evaluation of the present publication and the desires of members for changes or improvements. A questionnaire has been worked out in cooperation with the Public Relations Policy Committee. I have completed the questionnaire and it has gone to Headquarters for processing. You will receive this within a week or two and when you do, you will understand the whys and wherefores. I took it upon myself to work out the details with the other committee Chairman. The information should be of interest.

The third project comes as a request from Graydon Ausmus. It is a study of the programs which are made available to commercial stations by members of NAEB. This is a part of our educational broadcasting service which has never been transferred to statistics. This will show, not only the incidence and volume of service to other stations beyond the programming over our own outlets. It will also show the volume being done by our Associate members and could furnish the data needed for possible reclassification of the Associated membership list as mentioned in Chicago last October. I have made a questionnaire for this one and Headquarters will have it in the mails to Active and Associate members. Again I have acted for the committee rather than send out a hurried request for what I am sure would be a unanimous approval.

I have thought that there need not be a meeting in February as we had last year. The reason is that almost none of the projects suggested last year have come about, largely because funds have been lacking to implement them. I believe that we should try to get some of these going before we think up new ones. I am sure that we can get some dollars for starting one of the projects.

Two of those proposed last year have great merit. I believe that they can be started and much done with a few dollars. I believe that we can get the Board of Directors to give this committee enough to get the projects under way. I am thinking first of the proposal to get research done in institutions through the offering of a grant for expenses in return for assignment of one of our studies to a graduate student under supervision and under our conditions. This involves the making of a list of desired studies and getting the information to schools. I believe that we should get this one organized so that by next fall we can have some studies under way under such assignment.

The other project was the compilation of research data in educational broadcasting and to become the recognized depository for such information. This was Herman Remmers suggestion, you will remember.

Think about these. I would appreciate suggestions as to how we may get them into action. Do you have any ideas either for the work or how much we could do the job for. I am willing to request funds but I believe that we need to be specific and to have a constructive plan.

Thanks for your help in the past. I hope that our committee can produce some significant contribution again this year. Let me hear from you.

Sincerely,

/s/ Bob

R. J. Coleman, Chairman
NAEB Research Committee

Copied NAEB Hq.
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THE NAEB PROFESSIONAL ADVANCEMENT COMMITTEE
Minutes of meeting of January 28, 1956
Urbana, Illinois

Present at meeting: Earl Wynn, chairman, Leo Martin, Sydney Head, John Winnie, Garnet Garrison, R. Edwin Browne, Paul Rickard and Gale Adkins. Also present in an ex officio capacity were Harry Skornia, Cecil Bidlack, Frank Schooley (for a portion of the morning session), and Harold Hill.

Morning session

Chairman Wynn read the purposes of the Professional Advancement Committee as decided upon in an earlier meeting, and possible specific areas of concern which the committee might consider at this meeting. He indicated that the committee should clarify the specific areas. (Functions and specific areas of concern are listed in Appendix A)

Wynn then called on President Schooley for an expression of what he hoped this meeting would accomplish.

Schooley said that it would be well to review and reconsider the functions of the committee, but that too much time shouldn't be spent on generalities since the important thing was to come up with specific recommendations. He suggested that closed circuit TV should be added as an area of specific concern since this is one of the most important aspects of educational TV and will become more important in coming months. The NAEB should be working toward common goals and shouldn't always seek to do "everything." If another organization is performing a function well, the NAEB probably shouldn't get involved in that function. Schooley suggested that the recommendations growing out of this meeting should be as specific as possible, with an indication of priority for the various projects suggested. The recommendations should be concerned with those areas in which there is the greatest possibility of success plus the ability of the NAEB to perform. The committee should review the professional advancement activities of the Association and make specific recommendations as to the future

of these. The matter of professional stature (the "Bronson proposal") falls within the province of this committee. The committee should suggest alternatives to the basic proposals growing out of this meeting in case the preferred activity can not be undertaken.

Wynn pointed out that this was the first time the whole committee had met and that, while as many specific problems as possible should be settled, consideration should also be given to some of the broader, long-range problems.

Skornia reminded the committee that potential requests to the Ford Foundation will have to be in form for Board action within a couple of weeks, otherwise announcements of summer workshops and scholarships (if the committee decides that such a program should be offered this summer) wouldn't get out in time. He asked the committee to consider the problem of whether or not only certain schools should be listed as ones which scholarship winners might attend, and reviewed the manner in which this has been handled the past two years and the attendant problems. He also suggested that the committee might desire a change in emphasis in the professional advancement program and that the committee should recommend possible changes in requests for grants.

Schooley pointed out that, in his opinion, the Management Consultant service (Novik) did not fall within the realm of concern of this committee.

Wynn - After the committee has reviewed what has been done so far, the group may want to consider specific matters first and later concern itself with generalities.

Winnie - Raised the problem of one-year requests as opposed to a long-range plan with requests to carry this out.

Schooley - Committee should concern itself with both short and long-range and come up with recommendations in both areas.

Winnie - There is strength in making long-range plans and then specifying short-range activities to carry out the long-range plan.

Skornia - There are several areas in which workshops might be held; therefore, any report from the committee should indicate that the immediate recommendations are just a part of long-range plans. Radio and TV should be integrated in the planning.

There was then general discussion of how, and what order, to attack the problems before the committee.

Schooley - There have been several recommendations that certain committee of the NAEB should have representatives on other committees. He is not in favor of this.

At Wynn's request, Hill reviewed professional advancement activities of the NAEB since 1949.

Schooley - Pointed out that school stations are not represented on this committee, but that this area should be included in committee considerations.

Skornia - Consultation teams should be under the jurisdiction of this committee since it involves professional advancement.

General discussion of whether or not any unused Kellogg funds, now budgeted for Regional meetings, might be used for professional advancement activities. It was agreed not to consider the use of the \$3,000 in the Regional Meeting budget since several Regions have indicated a desire to hold meetings this year.

Schooley - Committee should set up a priority for projects it recommends and then recommend how existing funds might be used and how other funds raised.

Discussion of Seminars

Garrison - Not in favor of "philosophical" seminars; favors "down-to-earth" type where people learn things that make better programs.

Rickard - Need for a seminar wherein educational broadcasters could consider the general area of courses for credit. Educators have considered this problem, but broadcasters themselves haven't been too involved. There is a definite need for educational broadcasters to work out the entire relationship with people in the content areas.

Garrison - Such a seminar should be extended to the entire area of adult education and not confined to courses for credit. Radio must be considered as well as TV. Very important to bring together broadcasters and all groups interested in adult

education, such as extension people, adult education discussion groups (such as those set up by the FAE), etc.

Wynn - Such a seminar should be for a week or more, and should result in a handbook or resource book of suggestions. Should involve adult educators, schools, medical schools, techniques personnel. Both radio and TV.

Rickard - How implement the courses by radio only or TV only. Costs of radio compared with TV. Accreditation problems and those of payment of talent. General fee and financial problems. Veterans. Re-use of recordings of professors, etc. Feeling of faculty that broadcasts will lessen need for teachers. Use of radio to enrich teaching.

Who would be invited to such a seminar?

Rickard - One or two educational consultants, but mainly the broadcasters themselves will have to thrash out these problems.

Skornia - A couple of educational administrators should be invited so they would get a clearer picture of what educational broadcasters are trying to do in the field of general education.

Wynn - We won't gain as much from this seminar if we don't bring in some of these outsiders.

Schooley - Discussed briefly the tentative thinking which had gone into a short course to be held in connection with the University of Illinois Architectural short course. Based on Dr. Henry's mention at Convention that new school buildings needed to be planned and built with the needs of radio and TV in mind. At the present time this proposed short course is running into some problems and nothing definite is planned as yet.

Wynn - Should the committee be considering seminars specifically for radio?

Bidlack - Reported that the Engineering committee wants to hold one that would be specifically for radio. This would be a seminar for engineers from small member radio stations.

Skornia - This engineering seminar is related to the desire to start distributing high quality music on the NAEB Radio Network. The level of the Network can't be upgraded past the technical level of the stations carrying the programs.

Hill - Priority for seminars, workshops, etc., recommended by the committee should be established to guide the Board in its decisions.

General discussion of committee concern with priorities. Consensus was that the committee is concerned with, and should recommend priorities for, any type of professional advancement, whether it be engineering, management, programming, etc.

In answer to a question, Skornia and Hill explained the steps taken by the Headquarters staff to get educational stations to join the NAEB and to get more educational stations on the air.

Wynn - Should this committee make recommendations to the Membership Committee in this area? This might be done on a regional basis and, when a regional meeting is held, outsiders could be invited.

Rickard - On matter of regional meetings - smaller meetings than regional are needed so that operational level staff members could go. Meetings should be held for just one day and should be located so that no station representatives would have to drive over 100-150 miles. With meetings of this type more personnel could attend.

Wynn - Matter of inviting non-members to regional, or smaller, meetings will be passed on to Membership Committee and Board for their consideration and recommendations.

Adkins - A joint radio-TV seminar will never actually materialize unless careful planning is done to insure that radio is given its just share of emphasis.

Skornia - Need to build up such a seminar on the basis of integration of the two media.

Rickard - We need to realize that the NAEB should be actively involved at all time in radio and TV, and in fact in all mass media, and should consider both when a problem arises and consider which medium might do the better job in a specific case.

General discussion - Possibilities of holding a seminar in which representatives of media other than radio and TV are brought in as consultants. It is important to bring in associations rather than individuals.

Skornia - The focus of this problem is "The best use of the best tools regardless of who controls them."

(Note after the committee meeting by Skornia - It should be pointed out that none of the above rather lengthy consideration of these two important problems resulted in any specific recommendations with possible exception of inclusion in a "Third Allerton.")

Scholarships

Garrison - Asked whether the term "scholarships" was interpreted to include money for travel to certain places. Felt that there was need for some method of providing funds to allow for specific study at a chosen location. Consensus of the committee was that this type of scholarship should be included.

Skornia - Better to call this type of grant a Special Study Grant and include it as a fourth area of professional advancement to be considered - seminars, workshops, scholarships, special study grants.

Workshops

Wynn - called attention to the recommendations by Winnie, Bretz, Stasheff and Skornia as to the course future workshops might take, with possible consideration of a combined workshop for production, graphics, lighting, etc., personnel in which the first part of the workshop would be spent in group study of special problems and latter part of workshop a joint endeavor involving all aspects.

Winnie - There was an immediate servicing need in educational TV which has largely been served by the three Production workshops. This need can probably now better be served by the stations. We have now reached a point where we need to consider improvement of specific skills, and possibly development of the "leader" group.

The consensus of the group was that there is no longer any need for the NAEB to sponsor a basic production workshop like the first three since the demand for such a service is practically gone.

Winnie - Proposed committee consideration of the problem of raising the competence of the people working in specialized areas - those weak in specific areas, such as writing and program development, lighting, and kinescope recording.

Garrison - Whole area of staging needs improving.

Winnie - Might be value in an advanced workshop specifically in production with really "top talent" to lead it. Another area to be considered is graphics. The film area is one of increasing concern. Must also consider integration of film in live or kinescoped shows. Also slides and animation.

Garrison - Workshops for these specialized areas should be of a shorter, more intense nature than our previous ones - probably five to seven days.

Wynn - ETRC is interested in this type of training and ew might be able to get some funds there.

Martin - One of the strongest needs the stations have is in the area of research.

General discussion of need for research training. Wynn reviewed the current ETRC plans for research into the effectiveness of ETV, wherein they will finance pilot studies in eight different centers. It might be well for the NAEB Advisory Committee to the ETRC President to be more involved in this. Consensus of the group was that a strong recommendation should be made to the Research Committee to reconsider holding a research seminar.

Bidlack - (In answer to question from Winnie) Presumes that the Engineering Committee would be interested in devoting considerable emphasis to lighting in the next Engineering Workshop. Had some lighting in 1955 workshop, but no very successful results.

Winnie - Recommended that the lighting problem be referred to the Engineering Committee for inclusion in their workshop.

Many disagreed and felt that this wasn't desirable because lighting is not solely an engineering problem.

Bidlack - A joint workshop like this would be difficult because men qualified in one area would not necessarily be qualified in the other.

Scholarships

Skornia - Would like to capitalize on the presence of Syd Head, as president of APBE, in regard to whether or not the NAEB should indicate only certain institutions from which scholarship winners could select the one they want to attend.

General discussion on this matter with the majority of the opinion that the NAEB should not set itself up as an accreditation group.

Garrison - Set up institutions in various geographic areas and work out advance arrangements with them to accept NAEB scholars. In this way the program could be operated as a specific grant-in-aid program involving only those specific institutions rather than a mass scholarship program.

Wynn - This plan would take considerable time and if it is decided to do this, probably no scholarships should be offered in the summer of 1956.

Browne - (Referring to fact that many 1955 scholars were dissatisfied with the institution or workshop they attended) These scholars have no one but themselves to blame, since they chose the place they wanted to go.

General discussion - Leaving the matter of choice to the scholar often reflects poorly on the NAEB. Also, some of the funds are thus poorly spent.

Head - Could not the committee accept or reject applicants partly on the basis of school indicated, even though announcements would not specifically indicate that this procedure would be followed?

Rickard - Not sure that scholarships provide the best means for professional advancement. If the money can be used in other ways perhaps it should be. General broad scholarships are not really the business of NAEB.

Skornia - Disagreed. Felt that scholarships are important in that they get the name of NAEB into the general framework of education.

Garrison - Should consider, at least in the next year, the immediate, rather than the long-range, problem. Consider giving grants to specific people for specific study projects to bring about upgrading in specific areas of need. These persons could get an intensive education in their area and then pass the benefits on to their staffs. Each station could be given a choice of the area in which they wish to nominate a scholar.

Sub-committees

Wynn appointed sub-committees as follows to meet immediately after lunch to consider problems in the specific areas and bring back recommendations to the whole committee. Seminars - Rickard, Skornia, Adkins. Workshops - Winnie, Browne, Bidlack, Hill. Scholarships - Garrison, Wynn, Martin, Head.

Report of Scholarship Sub-Committee (Garrison)

Recommends the following four scholarship activities in order of priority:

Special Study Grants - To start in the summer of 1956. Funds to be provided for travel and maintenance (\$10 a day, plus travel), for a period of up to two weeks, to allow scholar to go to place of his choice for intensive study. Only full-time staff members of active radio and TV stations or productions centers would be eligible for grants. Applicant must be recommended by the director of his station or production center. Not confined to the summer, but a year-around program. A five-year plan, to be reviewed at the end of two years.

Specialists in Residence - A specialist in a specific skills area (writing, lighting, programming, management, etc.) of highest caliber to spend a period of time at an institution, engaging in his professional capacity while there. He would review what the institution was doing in his field, recommend improvements, train staff members in his speciality, etc. This visit might be at any time during the year.

General Scholarships - Applicant must have bachelor's degree or equivalent.

Must give evidence of written acceptance from the institution or workshop of his choice prior to acceptance of application for scholarship. Give fewer scholarships, but with more money. Sliding scale of awards according to the length of the workshop of summer session, as follows: \$75 for a week (5 - 6 days); \$150 for two weeks (10 - 12 days); \$200 for three weeks (15 - 21 days); \$250 for a summer session of 6 or 8 weeks; \$300 for a session of 9 or more weeks. Application form to include more background of candidate (with particular stress on educational background). A sub-committee (of the Professional Advancement committee) to meet and pass on all applicants at one time. The list then will be distributed to the entire committee for violent objections, "Miscarriage of justice" claims, etc., with a definite deadline for return of same to sub-committee chairman. This scholarship program to start in 1957 and run for five years subject to review at the end of two years. At least 50% of summer session courses taken by a scholarship winner must be in radio and/or TV.

Exchange Fellowships - Recommend that exchange fellowships in radio and TV be set up between NAEB member stations, for six months or a year. Each exchange person would continue to draw his pay from his "home" institution, with special funds provided by the NAEB for travel, etc.

General discussion of sub-committee recommendations - No definite policy should be established about the eligibility of a previous scholarship winner to be awarded another. This should be decided on the merits of the individual case. Question raised as to whether or not the work a scholar can take should be restricted as to subject matter. Martin said he was opposed to the financing of skills development -- seems we should, instead, be developing leadership. Winnie felt that there is need for some development of skills. Garrison pointed out that the NAEB probably couldn't justify a foundation request for funds for providing general education. (This discussion led to the inclusion above of the requirement that 50% of the courses taken must be in radio and/or TV.)

Report of Workshops Sub-Committee (Winnie)

Recommends that general production workshops no longer be held. First priority to be given to a TV Writing Workshop of 5 to 7 days duration. Should be headed by someone from an educational institution, but needn't be held at an institution. Need to have outstanding men from the commercial field. Suggested the workshop might be held at Michigan or Wisconsin.

Equal priority to be given to a combination Kinescope - Lighting Workshop of 5 to 7 days, to be held at an educational institution with adequate facilities for both lighting and kine (including processing). The two groups would meet separately the first few days of the workshop and come together for the last couple of days for joint work. There are 18-20 educational TV set-ups with kine equipment. Iowa suggested as location. Needs to be coordinated with Engineering committee.

General discussion - Garrison felt that the writing workshop should be held in New York probably where as many as 30 or 40 of the top people in the networks can be brought in as consultants. Consensus was that both workshops should be held this summer. Should be not for beginners but for people actually doing this work in ETV. Question was raised about radio and whether or not this could be included with TV in the writing workshop. Agreed that on a long-range basis there should be one for radio as well as one for TV.

Long-range plans for workshops - At this point it was decided that the committee should consider the long-range plan for workshops first and then decide on what specifically might be done this summer. Garrison pointed out that there were many specific areas, not just writing, in which workshops were needed, such as use of films, graphics and staging, and he urged a workshop in one or more of these areas.

Wynn - What we want is a series of workshops that will make the picture on the screen more effective, whether it be writing, graphics, lighting, kine or what. However, we probably can't go beyond a couple of years, because we'll want to review the results of the first two years before committing ourselves on a long-range plan.

After general discussion of needs, the following areas for workshops were added to the two recommended by the sub-committee (Writing and Kinescope-Lighting): Writing for Radio, Graphics and Staging, Film, Advanced TV Production, and Radio Program Development. All of these workshops would run from five to seven days.

Trough general agreement the committee recommended that funds should be sought to hire a Director of Professional Advancement (and necessary staff) to expedite and speed-up the whole program of professional advancement and to carry out the plans.

Hill suggested that the committee might want to consider recommending that an interim grant be requested so that professional advancement activities might be carried on this summer while plans for the long-range program can be better formulated and funds requested.

Wynn - Summarized the thinking on workshops. We must "think big" and with a long-range viewpoint in terms of extensive and intensive training, involving a Director of Professional Advancement. The program of professional advancement must be such as to really give educational radio and TV a "shot in the arm," through the plans discussed above. The workshops might be given over a cycle in different parts of the country. Must also consider an interim request, and what this should be for. Consensus favored interim request to provide for the Kine-Lighting and Writing Workshops. (This in addition to the needs for funds for Special Study Grants and Specialists in Residence programs, both of which should start in 1956.)

Report of Seminars Sub-Committee (Rickard)

At committee's request Skornia had contacted Coleman who reported that he did not at this time wish to request funds for a research seminar pending action on earlier recommendations requiring funds.

Sub-committee recommended that the approximately \$6,000 in Kellogg funds (available for a seminar) be used for a radio engineering seminar. The sub-committee endorsed the idea of the cooperation with a possible architectural short course, as outlined earlier by Schooley.

For requests for new funds, in order of priority, the sub-committee recommended the following: A "Third Allerton" seminar to re-examine the role of educational broadcasting, progress in the last few years, etc.; would have about 25 participants with top-flight consultants, such as Milton Eisenhower, Arthur Compton, Partridge, the Solomons, etc. A seminar in teaching by mass media and the interrelationship among the media in education; should involve about 50 participants and be in the area of adult education. A seminar on utilization and evaluation.

The sub-committee also recommended that the Research committee be urged to consider research seminar and/or research grants to institutions. Consequently, on motion by Winnie, seconded by Martin, the committee passed a resolution urging that in approaches to Foundations for funds several of the Research Committee recommendations, including their grant-in-aid research proposal, be included.

General discussion of the sub-committee recommendations. Martin pointed out that we should also consider broader problems such as training teachers in the utilization of radio and TV. This might well fall within the province of this committee. It was agreed that this would make a good seminar.

On motion by Rickard, seconded by Winnie, the Committee recommended that the approximately \$6,000 of seminar funds in the Kellogg budget be used for a radio engineering workshop, before July 1, 1956, with the details to be worked out by the Engineering committee.

As the first item during the evening session, Hill who acted as secretary for the meeting, at the request of Wynn, reviewed what had happened during the morning and afternoon sessions.

Wynn - Headquarters is to send out the minutes of this meeting, in draft form, as soon as possible. As soon as committee members receive them, they should study the minutes and return immediately to Wynn with any additions or corrections noted.

Skornia - After Wynn forwards formal recommendations to Schooley, he will probably contact the Board for their reaction, after which informal contact with the Ford

Foundation will be started. After which, based on informal reactions, formal written request will be made.

Wynn - After he has received corrected minutes from committee members, he will write to Board urging that the recommendations be approved. After requests, in order of priority, are made to Foundation, if changes have to be made, should amendments be made by Headquarters staff or the committee? It was agreed that, if there was time, the committee should be contacted - if not, staff and Schooley will make the decisions within the broad sense of the recommendations of the committee. Schooley may contact the Board if time allows. In case Schooley and staff need some help from the committee, the committee will be glad to provide help as needed and in form requested.

Rickard - Suggested that any major deviations from the committee recommendations be passed on to the committee. Wynn agreed that in such a case he would get in touch with the committee, by phone if necessary.

Agenda matters not fully handled were then reviewed briefly.

Personnel Exchange-Sub-Committee on Scholarships agreed that exchange of personnel with Networks might be hard to work out, therefore their recommendation confined this program to member institutions. However, the special study grants might cover study, or internship, at Networks. Adkins pointed out that we might have our own people work in Networks for a year, on a grant. Rickard challenged the thesis that Networks have the answer to our problems in educational broadcasting. Wynn pointed out that there are members of the Networks who might be very valuable in helping us. Garrison pointed out that this had largely been taken care of in the provision for Specialists in Residence.

Professional status - Wynn pointed out that the best way we can improve our professional status is in terms of what we have done in this meeting. General agreement. Garrison - we might want to encourage our members to submit to other professional journals, and encourage faculty program participants to contribute complimentary articles to journals in their own professional field - this will increase professional status.

Liaison with other organizations - Skornia reported on NAEB relations with other organizations -- his position in AEA Delegate Assembly, membership on Field Development Committee of AEA, membership on Broadcasting committee of CNO. Hill has been meeting with CNO editors, worked with NPAC and served as co-manager of their TV Workshop, met several times with CNO, and Film Council of America. Demands on staff time for liaison and consultant work with other groups has shown their interest and concern. Referred to ways in which NAEB might cooperate with APBE. Garrison - Could NAEB provide speakers for other groups? Could others than Headquarters staff be sent? Wynn - This is important to professional advancement. On this committee we have representatives of several important organizations. Consensus was in favor of providing such speakers. Martin and Head agreed for their groups. Skornia discussed further how we work with other groups, especially commercial broadcasters.

On recommendation by Browne, the Committee unanimously commended Executive Director and Associate Director for their efforts in cooperating with other organizations.

Coordination of committee activities - (How can the activities of the Professional Advancement committee be better coordinated with other closely related NAEB committees, such as Research, Liaison, Engineering, Grants-in-Aid, etc.?) Skornia pointed out that we don't have a really effective Organizational Liaison committee. Might be set up better to get more and better results. Members of that committee don't go back to their own organizations with the right impression of our activities and desires. Consensus was that the organizational liaison concept wasn't a workable idea.

Studies by committee - There was a report on studies by the committee in: course offerings, philosophy of college presidents toward ETV, radio production centers, TV production centers, etc. Wynn - Would like to have studies now in progress completed and passed on to him as soon as possible so they can be passed on to Headquarters.

Should the committee be considering any further studies. Consensus seemed to be that if any more are done they should be done by the Research committee.

General discussion of surveys. Head and Martin asked if they were to complete work on their research project. It was agreed that Martin would finish it sometime in the spring. All the other projects now being done by committee members should definitely be completed.

Reporting workshops, seminars, etc. - Hill asked whether or not we should attempt to document future workshops and seminars as completely as we have in the past, especially since quite a bit of the material is duplication. He suggested that an editor for all NAEB publications, including the Newsletter might be included in any proposed request for funds. Or the editing job might be included in any specific request for a workshop of which a report was wanted. A report shouldn't be put out automatically on every workshop and seminar held. Should be more selective. Probably some, but certainly not complete, reporting of the workshop and seminars recommended in this meeting should be done.

Skornia discussed the Newsletter problem which would be helped immeasurably if an editor were obtained.

Garrison - Wouldn't it be possible under the auspices of NAEB, plus DAVI, etc., to hold an annual meeting, with outstanding people presenting outstanding papers, which might be reflected in an "Annals?" There are so few publications dealing with the profession seriously that something like this might be wise. General discussion with opinion being this might be a good idea.

Head - APBE has as top priority project the publication of a journal for broadcasting.

The question was raised as to whether or not an attempt should be made to secure funds for a full-time editor with broad responsibilities for publication of all NAEB

items? Wynn - Should we recommend that someone be given the responsibility of looking into this problem, including the area of editing research materials, further and making a recommendation to the committee?

Head - He's a little mystified about the emphasis on research in the discussion of publications. In a national organization such as this the balance of research covered in a publication should reflect the percentage of research that educational broadcasters are involved in. Garrison agreed.

Wynn - Could Headquarters staff explore this matter further and make any necessary recommendations to the committee for consideration for inclusion in requests for funds? Skornia - What staff says doesn't carry as much weight as what members of committee say. No further discussion or action taken.

Meeting adjourned.

HEH:jy
NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

Appendix A

A. General purposes

1. The upgrading of staff and personnel of NAEB stations and production centers.
2. The evaluation and development of job qualifications of personnel involved in educational broadcasting.
3. The discovery of areas of weakness in the standards for personnel and the development of recommendations for the correction of these weaknesses, including recommendations for short courses of instruction for personnel needing such instruction.
4. The study of instruction currently available for professional advancement looking toward the bringing together of those in need of certain help and those who already offer that help.
5. The improvement of the lot of the professional broadcaster among his colleagues in education, on the campus, in the school system, etc.

B. Specific areas of concern

1. Workshops for personnel in program planning, production, engineering, writing, etc.
2. Scholarships to permit study at established workshops and/or universities.
3. Internships in large, well-established stations (educational or commercial) for personnel from newer and smaller stations.
4. Advise as to possible content of Regional Conferences.
5. Advise as to possible professional advancement sections at National Conventions.
6. Consider getting scholarship and intern support from sources other than foundations, such as electrical manufacturers, broadcasters, universities (possibly an exchange basis), etc.
7. Recommendations to existing workshops as to possible changes in curricula.
8. Methods of increasing stature of educational broadcasters.
9. Problems of split appointments, i.e., part teaching and part actual broadcast responsibilities.
10. Closed circuit TV (FES)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Proposed Budget, 1956-57

Income

Active Membership Dues

Radio Only

Class A - 24 @ \$50	\$ 1,200.00
Class B - 26 @ \$25	650.00
Class C - 50 @ \$15	750.00

Radio & TV

5 @ \$100	500.00
1 @ \$ 75	75.00

TV Only: 10 @ \$100	1,000.00
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Associate 74 @ \$10	740.00
Affiliate 73 @ \$10	730.00
Newsletter 72 @ \$5	360.00
Other	<u>1,595.00</u>

Total, estimated income	<u>\$ 7,600.00</u>
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Expenses

Administration - clerical, T & T, supplies, etc.	\$ 3,000.00
Promotion	600.00
Treasurer's office expense	600.00
Memberships - Prix Italia, ACE, UNESCO, URI, CNO	700.00
Legal Counsel (retainer \$1,200)	1,600.00
Newsletter	400.00
Reserve	700.00
	<u>\$ 7,600.00</u>

Total, estimated expenses	
---------------------------	--

"Basic and Bonus" for NAEB Radio Network

To increase the service of the NAEB Radio Network to the member stations, I recommend adoption of a "Basic and Bonus" policy for Network operations.

The Proposal:

Basic and Bonus for regular Network program services shall be supplied on a basis of 80 per cent Basic programs -- those selected and recommended by the Network Acceptance Sub-Committee, and 20 per cent Bonus programs -- those which may have more limited use by the member stations, which may be more regional or specialized. Member stations will be given the Basic service, and an opportunity to select Bonus programs from a number of series offered and selected for this purpose.

Basic and Bonus for the School Service of the NAEB Radio Network shall be identified as following:

Basic - program series selected by the RNSC for general use

Bonus - program series for limited use

Specials - programs for special use, when and if suitable; single programs and short series (not over 6).

I further recommend that the Network Manager be instructed to inaugurate the Basic and Bonus services as soon as practicable, and to make such minor adjustments in the implementation of this policy as are necessary to continue good operations.

Grants-In-Aid for 1957

The quality of radio programming that has been made available by Grants-in-Aid to NAEB member stations from funds supplied over the last few years by the Fund for Adult Education and by the Educational Television and Radio Center has been a significant contribution to our American Society. In order that we may continue to upgrade programs offered by the NAEB Radio Network, and continue with Association efforts in the upgrading of programs and personnel of our member stations, I recommend that we request the Educational Television and Radio Center to make a grant in the amount of \$40,000, plus a sum of \$2,000 for administrative expense, for grant-in-aid programs for 1957. I also recommend that the Executive Director be authorized to request this grant and to make announcements of the funds available at the appropriate time.

NAEB RADIO AND AUDIO ENGINEERING SEMINAR

ALLERTON HOUSE, MONTICELLO, ILLINOIS, MAY 27 - JUNE 1, 1956

The National Association of Educational Broadcasters will hold the First Radio and Audio Engineering Seminar at Allerton House, Monticello, Illinois, May 27 - June 1, 1956. This seminar is made possible from regular W. K. Kellogg Foundation funds.

PARTICIPATION. The number of participants will be limited to 30 representatives of NAEB member AM or FM stations, provided the applicant is considered a full-time employee or is a member of the regular staff, and expects to remain there at least one year. Participants must be actively engaged in the technical operation of the station and will be selected on the basis of their radio or related experience, but primarily on the basis of need and likely benefit to their station's technical operation. Technical personnel from smaller NAEB stations and members of the NAEB Network will be given preference. It will be noted from the attached agenda that emphasis will be placed upon studio and tape recorder operation and maintenance rather than transmitting equipment.

1. Selection of applicants will be made by the NAEB Engineering Committee.
2. Participants will be reimbursed for all reasonable travel expense to and from Monticello from their place of residence as well as for food and lodging at Allerton House which will cost \$8.00 per day. Travel will be tax exempt; no transportation tax can be paid.

APPLICATIONS. Applications should be submitted in seven copies and should specifically include the following information:

1. Institution Represented: Name, station call letters, transmitter power, number of technical employees full time and part time.
2. Applicant: Name, title if any, present responsibilities, duties, and qualifications, likely activities and duties for the next two years.
3. Recommendation of Superior: Name, title, and signed letter of recommendation stating that applicant has a) definite responsibilities and duties of the nature which will be emphasized in the seminar. If there is more than one applicant from a station, a priority shall be assigned including information as to how this priority was established. b) The background and experience of the applicant is such that the seminar will be of definite help to him in discharging his duties. c) The need of the institution or station is such that attendance at the seminar will be a definite help.
4. The following statement signed and dated by the applicant: "If accepted, I agree to attend for the full period of the Seminar. I understand that the NAEB's contribution to the expenses involved shall include transportation, which I estimate not to exceed \$_____ plus \$40.00 to cover meals and lodging at Allerton House. All personal expenses beyond this will be borne by me or my institution."

Applications should be mailed to Mr. Cecil S. Bidlack, NAEB TV Engineer, 14 Gregory Hall, Urbana, Illinois, and must be received not later than May 2, 1956. Successful applicants will be notified by May 15, 1956.

Constitution Revision Proposal

NOTE FROM SKORNIA:

While in Miami recently, we spent considerable time (Hall, Bronson, Skornia) on the need to make the NAEB more and more a professional association with professional standards. After several hours of discussion, I asked Vernon Bronson to put down on paper some of his thinking, which made eminent good sense, and represented a lot of study of other organizations as well as much serious reflection. Quoting Vernon's letter of March 19:

"In response to your request, I finally got around to typing out some basic suggestions as to how I feel the NAEB should function as a professional organization. What I tried to do was to take our present constitution and work within its present frame. It seems to me that there would not be too much upset to the organization and its structure if we were able to do this.

"However, the large change is in Article 1. I have thought this through very carefully and have compared it with the requirements of other professional organizations, and I feel that these suggestions are on sound grounds. You will notice that there is no requirement for a person to be employed at the moment in a capacity as indicated as long as he has the ability to prove the required experience in that category in terms of earning his living or full time employment.

"The things which I have left out at the moment have to do with the selection of district delegates to the annual meeting for representative members or whether or not all members act as their own delegates. There is also left open for consideration the establishment of standards of performances and of relationships which I feel should be the work of a committee which has given a great deal of consideration to actual broadcast operations. This proposal is only a basic, but I feel that some such start must be made in the near future if the NAEB is really going to continue to serve the needs of the profession. If I had more time I could probably do more detail for you, but time is really an element at the moment..."

Herewith Vern's suggested revisions:

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

PROPOSED CONSTITUTION

PREAMBLE:

We hold that the hope of free societies for a peaceful, equitable, and progressive world, and the continued development of our own culture toward a better and more secure life for all depend, in the main, upon the continued spread of general education and the development of understanding among all the people. We further hold that broadcasting by radio and television offers great potential for the spread of general education and the development of understanding among all the people. In light of these truths, we believe that the use of radio and television broadcasting for general education requires trained, specialized personnel, and dedicated institutions, who are, by the nature of their calling and purposes, first educators and then broadcasters; and because of this the profession

and the process should be established and maintained by the highest standards. Therefore, we professional educational broadcasters, and representatives of educational, and cultural institutions, organizations and agencies, do associate ourselves to elevate and maintain professional standards, and to promote, by united effort and mutual cooperation, the dissemination of knowledge, information and education, to the end that the educational, cultural, and technical benefits of broadcasting may be extended to all.

MEMBERSHIP:

ARTICLE I

Membership in the association shall consist of two general classifications:

A, Institutional; B, Professional

A. Institutional Membership Shall Be Classed As Follows:

1. Active Institutional Member
2. Associate Institutional Member
3. Affiliate Institutional Member

B. Professional Membership Shall Be Classed As Follows:

1. Fellow of the Association
2. Junior Member
3. Konorary Member

Institutions may be admitted to membership upon making proper application, meeting the requirements, and being approved by the Board of Directors.

Individuals may be admitted to professional membership if they meet the requirements of the association, after they have been nominated by a professional member (of the class to which they are applying or higher), who must vouch for the qualifications of the nominee, approved by the Board of Directors, and voted upon favorably by a majority of members at the next annual meeting.

Eligibility:

a. Any university, college, school, school system, or other educational, cultural, or public service agency, organization, or association of recognized standing which is actively engaged in educational, cultural and public service, non-commercial broadcasting over a radio and/or television station or stations regularly licensed to it by the Federal Communications Commission, or holding a construction permit for such station or stations may be elected to ACTIVE INSTITUTIONAL MEMBERSHIP.

b. Any university, college, school, school system, or other educational, cultural or public service agency, organization or association of recognized standing which is actively engaged in the production and broadcasting of educational, cultural and public service radio and/or television programs but not eligible for active institutional membership may be elected to Associate Institutional Membership.

c. Any of the above named institutions, agencies, organizations or associations not eligible for active or associate membership, but which are interested in or seek to promote broadcasting for educational and cultural purposes may be elected to AFFILIATE MEMBERSHIP.

d. Any individual who holds a baccalaureate in education, or in the arts and sciences with an emphasis on radio and television and who has had at least five years experience managing or directing a radio and/or television station and who otherwise meets the requirements of the association as to character, reputation and professional integrity may be eligible for nomination as a FELLOW in the association.

e. Any individual who holds a Master's degree or better in education, or in the arts and sciences with an emphasis on radio and television and who has had at least three full years experience managing or directing a radio or television station and who otherwise meets the requirements of the association as to character, reputation and professional integrity may be eligible for nomination as a FELLOW in the association.

f. Any individual whose academic attainments are judged to be adequate by the Board of Directors, and who has had at least ten years experience managing or directing a radio or television station, and who otherwise meets the requirements of the association as to character, reputation, and professional integrity may be eligible for nomination as a FELLOW in the association.

g. Any individual who has a four-year college degree in education, arts and sciences or engineering and who has had at least three years experience as a program director, technical director, producer, engineer, or major department head in a radio or television station and who otherwise meets the requirements of the association as to character, reputation and professional integrity may be eligible for nomination as a JUNIOR MEMBER.

h. Any individual whose academic attainments are judged to be adequate by the Board of Directors and who has had at least seven years experience as program director, technical director, producer, engineer, or major department head in a radio or television station, and who otherwise meets the requirements of the association as to character, reputation and professional integrity may be eligible for nomination as a JUNIOR MEMBER.

i. Any individual who has made outstanding contributions to the advancement of broadcasting for educational and cultural purposes, or who has made significant contributions to the advancement of the profession of educational broadcasting may be eligible for nomination as an HONORARY MEMBER. Such nomination must have the unanimous approval of the Board of Directors before it is submitted to the membership at the annual meeting.

ARTICLE II

OFFICERS:

The officers of the association shall consist of a President
The officers of the association shall consist of a President, Vice-President, Secretary, Treasurer, Director for JUNIOR MEMBERS, and a Board of Directors consisting of one from each authorized district; in addition there shall be an

Executive Director or Executive Vice-President which shall be appointed by the unanimous approval of the officers and the Board of Directors. The terms of the officers and directors shall be as prescribed by the by-laws, as shall be any remunerations or allowances.

The duties of the officers and directors of the association shall be those usually pertaining to such offices and such other and additional duties and responsibilities as prescribed by the by-laws.

ARTICLE III

AMENDMENTS

Same

BY - LAWS

ARTICLE I

NAME

Same

ARTICLE II

OBJECT:

The purpose of this association shall be to establish, elevate and maintain professional standards for educational broadcasters and educational broadcasting, and to promote by united effort and mutual cooperation the dissemination of knowledge, information, and education by radio and television broadcasting.

ARTICLE III

MEMBERSHIP:

Section Ia (1) same

(2) Same

(3) Same except to add "institutional" between active and member

(4) Same except add "Institutional" between associate and member

(5) Each FELLOW of the association shall be entitled to one and one-half votes on all matters pertaining to the association as long as his dues are paid and he is in good standing and not otherwise under suspension or expulsion.

(6) Each JUNIOR member of the association shall be entitled to vote only for the DIRECTOR FOR JUNIOR MEMBERS, and no other member of the association shall be entitled to vote for this officer.

SECTION Ib -(1) Same

(2) Same

(3) Same

(4) A FELLOW of the Association once qualified and elected shall remain a member of the association unless suspended or expelled for non-payment of dues or for conduct unbecoming a FELLOW of the ASSOCIATION.

(5) A JUNIOR MEMBER once qualified and elected shall remain a member of the association unless suspended for non-payment of dues or for conduct unbecoming a JUNIOR MEMBER of the Association.

SECTION Ic -(1) same

(2) same

(3) A JUNIOR MEMBER shall not be entitled to vote in the association except as provided in Paragraph (6) Section Ia, or as he may be a member of an association committee, but may in all other ways participate in the activities of the association, receive its materials, and partake of its professional protection and benefits.

SECTION Id -(1) Same

DISTRICTS

ARTICLE IV

SAME

DUES

ARTICLE V

The various classifications of Institutional and Professional members shall pay such dues as are determined from time to time by the Board of Directors and approved by voting members. (It is suggested that the dues for FELLOWS be not less than 20 dollars per year and for Junior Members not less than 15 dollars per year.)

It is suggested that articles VI and VII and VIII and IX and X and XI remain essentially the same except for such changes as would be necessitated by the foregoing changes and to add specific duties for the office of DIRECTOR for JUNIOR MEMBERS.

The largest changes would probably be in adding the details of standards of professional conduct and performances and establishing certain rights and privileges and responsibilities.

To be successful the association must become the professional organization which lends status and stature to all aspects of the profession.

Vernon Bronson
March 19, 1956

Mr. James S. Miles, WBAA, suggests that NAEB should consider a change in the vice-presidency for the Association, in order to give Board representation to the varied interests within the Association. In brief, he suggests selection of a vice president to represent each of the following three groups, namely (a) college or community station, (b) the school stations, and (c) the individual members.

Such a proposal, obviously, would call for an amendment of the constitution and by-laws, but the Board might recommend such a change to the membership. Such a change would increase the number of vice presidents from one to three. It would also increase the Board membership by two, assuming that each vice president would have the status of the present vice president. It would always provide a representation on the Board for the various special points of view, without creating a special type of director per se.

The president proposes that the Association amend the Constitution and by-laws so as to provide for representation of individual members. He proposes that the individual members be empowered to nominate and elect their own representation to the Board of Directors.

This recommendation is made on the assumption that NAEB will grow and expand, and perhaps be joined by the Association for Education by Radio-Television, individually and collectively. Whether the AERT merger comes about or not, this is a step that might well be taken in anticipation of greater interest, a greater membership by individuals within NAEB.

The president recognizes that the Board is not empowered to act, but it might recommend such a course of action to the members, and urge its approval.

Item 15

Dues

The problem of assessing a collectible dues structure on an equitable basis is and shall be always before us. Therefore, I urge that we give tentative approval and recommend adoption by the members in Atlanta convention of the following dues for 1957:

		Estimated Income
Active -- Television A: 5 kw or over	\$100.00	\$ 1,500.00
Active -- Television B: under 5 kw video	75.00	150.00
Active -- Radio A 5 kw or over	100.00	2,300.00
Active -- Radio B 1-4.9 kw	50.00	1,250.00
Active -- Radio C .1 kw	25.00	1,250.00
Associate	25.00	1,750.00
Affiliate	25.00	1,175.00
Individual	7.50	5,000.00
Sustaining	100.00	<u>1,000.00</u> \$15,375.00

Subscriptions

NAEB Newsletter	4.00	100.00
Educational Broadcasting Journal	4.00	1,000.00
Fact Sheets	4.00	<u>100.00</u> 1,200.00
		\$16,575.00

NB. Every member, no matter what classification, shall receive as part of membership dues one copy of each issue of (a) NAEB Newsletter, (b) Educational Broadcasting Journal, and (c) NAEB Fact Sheets

The maximum for any combination of radio and television shall be \$125 for one institution, for any combination of state-owned multiple television stations shall be \$200.

Item 16

In anticipation of increased interest in educational broadcasting, both radio and television, and in particular in the work that NAEB is and can do, the president recommends an appropriation of the sum of \$1,000 from the reserve funds of the Association for the purpose of planning and carrying out an intensive membership drive in all categories late in 1956 or early in 1957. The president also recommends that the president and the Executive Director be authorized to plan and carry out this campaign, and to expend necessary funds for this purpose, up to the amount here appropriated.

4-16-56

Item 16

In anticipation of increased interest in educational broadcasting, both radio and television, and in particular in the work that NAEB is and can do, the president recommends an appropriation of the sum of \$1,000 from the reserve funds of the Association for the purpose of planning and carrying out an intensive membership drive in all categories late in 1956 or early in 1957. The president also recommends that the president and the Executive Director be authorized to plan and carry out this campaign, and to expend necessary funds for this purpose, up to the amount here appropriated.

4-16-56

There is the desire on the part of many NAEB members, and on the part of most if not all of the Regional Directors, to hold Regional meetings within the near future. These meetings also are desirable from the point of view of the Association as a whole, as well as for the members. With funds available now and for the next fiscal year, it will be possible to hold regional meetings in and for all regions within the next twelve months. Therefore, I recommend approval of Regional meetings as indicated below, with authority to expend funds as indicated, and with approval for the Executive Director to work out details with the Regional Directors, and to make such adjustments within the total appropriations authorized as are necessary to plan and hold the said meetings.

- A. Regional Meeting to be held before June 25, 1956,
and sums which will be made available for conduct of
each:

I.	\$ 1500	
V.	1500	
VI.	2000	
II, III or IV	<u>1500</u>	\$6500

- B. Two Regions-II, III, or IV as agreed
upon, after July 1, 1956:
- | | | |
|--|------------------|--------|
| | <u>1500</u> each | \$3000 |
|--|------------------|--------|

REPORT OF THE NETWORK MANAGER

April 1, 1956

Due to the difficulties involved in undertaking this position, the new Network Manager has not had the opportunity to investigate and evaluate all phases of Network operations since the time of the last report. However, there are some matters with which he is familiar and now brings to your attention.

MEMBERSHIP. At the present time the Network has 72 member stations, with another due to join in the very near future. Thus, since the last report the Network has made a net gain of two (2) stations. Needless to say, we hope for more additions.

PERSONNEL. Present Network staff personnel consists of four (4) full-time employees plus three (3) half-time employees, making the staff the equivalent of five and one-half ($5\frac{1}{2}$) full-time employees. However, it is important to point out that of the seven employees presently working, six (6) (all save the Network Manager) will be leaving Network employment around June of this year. Thus, the Network is faced with the challenge of hiring and breaking in practically an entire new staff. (Note by Skornia: A turnover of the same sort will also occur then for secretarial and NL personnel.)

EQUIPMENT. Although the present equipment is far from satisfactory, we are making the best possible use of what we have. The duplicators are still acting up from time to time, and must be constantly checked. It must be emphasized that everything possible is being done to maintain technical quality in our tapes, and for their painstaking efforts in this area all credit must be given to Cecil Bidlack, the NAEB Television Engineer, and Glenn Blackburn, the Assistant Network Manager for Production. A qualified engineer on duty at all times is urgently needed to maintain technical quality.

OPERATION. It has been decided that the Network year will be divided into four quarters of thirteen (13) weeks each beginning with the first complete week of each calendar year, and that a separate offering will be made for each quarter. Also, to increase accuracy and efficiency a number of clerical procedures have and will be changed.

OUTPUT. During the past four quarters, the Network has made considerable gains in output. For example, during the year 7/1/54 - 6/30/55 the total air time of Network programs broadcast over member stations was (in hours and minutes) 14,421:40 for the general offering; in contrast, the figure for the year 7/1/55 - 6/30/56 will be 16,331:00, a substantial increase since there are now fewer stations on the Network.

PROGRAMMING. The quality of our programming continues high. Beside contributions from member stations, we are honored to have such sources as the BBC, FBS, CBC, RAI, etc. offering their fine programs over the Network. There is, however, a need for more submissions from Network members, as we never can have too many good programs. Also, the Network is slowly gaining in its efforts to obtain a large number of fifteen (15) minute programs for which demand constantly exceeds supply.

SCHOOL PROGRAMS. This is one area in which continued study should be made in an attempt to produce a simple yet effective system of distribution. The Network Manager plans to meet with the Network School Committee to discuss this whole problem.

STATION RELATIONS. Relations with the member stations have improved greatly since the last report. The return of tapes is up about 100%, and the cooperation of the stations is greatly appreciated. We trust that this cooperation will continue in all areas of Network operation.

Respectfully submitted by:

Robert E. Underwood, Jr.
Network Manager

REU:cr

REPORT OF THE NAEB PLACEMENT SERVICE

April 1, 1956

Since its last report (which indicated considerable progress, you may recall), the activities of the Placement Service have leveled off so that we now have a steady day-to-day operation instead of sporadic periods of great activity.

During the last five months the Placement Service has not handled the quantity of openings it did in preceding months. Naturally, we have no explanation for this fact: either budgets will not permit expansions or educational broadcasting employees are becoming more settled. It is fair to say, however, that on a percentage basis more employers have expressed definite interest in our candidates.

This greater interest is due to our increased number of fully qualified available personnel. We have made great strides recently in increasing the registration of candidates possessing both higher academic degrees and actual experience in the broadcasting field. Unfortunately, such personnel are a bit older than the bright young Bachelor of Arts candidates; thus, these more mature candidates are reluctant to accept salaries not in line with the costs of moving, housing and feeding a family. The situation is unfortunate, but nevertheless true; and some solution should be forthcoming if educational broadcasting is to continue attracting the type of personnel it needs so urgently.

Our method of operation is similar to that employed prior to the last report. The initiation of a new method of reporting vacancies has greatly increased the efficiency of office work and has increased the rapidity with which credentials can be sent to employers. The cooperation of the employers is urged in using these cards.

One area in which we are still lacking is that of getting technical personnel registered with us. The demand for such personnel continues to be great, and our inability to assist employers in this area is a source of great regret to us.

In summary, we may state that the Placement Service is in good condition and capable of handling almost any request. Our record of progress continues.

Respectfully submitted by:

Robert E. Underwood, Jr.
Placement Officer

REB:cr

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

February 8, 1956

FEB 9 8 50 AM 1956

Mr. Harry J. Skornia, Exec. Director
Nat'l. Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for sending to us these tapes and records. No, there is no need for other information. The proposal and supporting materials are adequate for our uses. The problem now is just to wait for the passage of time so that we can bring this matter to the attention of our Board. There will be no action with respect to this proposal while I am away, so channels are clear and you and your colleagues have certainly given to us complete cooperation.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

cc -F. E. Schooley

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Officers and Directors
FROM: H. J. Skornia *H. J. Sk*
SUBJECT: Second Quarterly (and therefore semi-annual) budget status - Headquarters (Kellogg) & Network.
DATE: February 9, 1956

Herewith statement as prepared by Harold Hill. If you have any questions or comments, we shall be pleased to entertain them, and try to give you the answers. Certain items (telephone, etc.) have not yet been billed to Treasurer Bob Coleman for expenses which are to be charged against NAEB General or FAE grants. These will result in some reduction of those items as shown this time. Annual phone rental is charged the first month of the fiscal year.

Herewith the percentages of the principal annual budget items expended during the first six months:

Salaries & Wages	44.6
Seminars, Travel, Research	15.7
Hq. Sup. & Exp.	48.8
Net. Sup. & Exp.	47.8
Adm. Exp.	42.2
Contingencies	00.0
(Average) Total	40.4% (balance 59.6%)

HJS:jy

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

FEB 25 10 3 11 1956

February 23, 1956

Mr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Your request for continued support for the NAEB submitted in May, 1955, and the supplementary materials which you prepared for us have been carefully reviewed and studied.

We understand that you are seeking support from this Foundation in order:

1. To continue the Headquarter services to NAEB members -- active, associate, and affiliate, and to non-members interested in and concerned about the use of radio and television in education.
2. To continue the publication of the NAEB Newsletter and other related publications that will serve educational broadcasting.
3. To continue the work of committees from which will come other contributions to better educational radio and television broadcasting.
4. To aid in the upgrading of programs and the uplifting of staff personnel levels by seminars, workshops, and meetings of NAEB regions and committees.
5. To foster, encourage (and where financially feasible, sponsor) research in educational broadcasting to the end that the results will bring better broadcasting and better education.
6. To so conduct the affairs of the NAEB that its stature and leadership shall continue to grow, in importance, quality and respect, enabling this association to continue its contributions to education in our society.

February 23, 1956

We further understand that you desire to begin your new program on July 1, 1956, and that your first fiscal year will extend from July 1, 1956 to June 30, 1957.

If the terms listed below are acceptable to your Association and to the University of Illinois, this Foundation will make available to the University of Illinois as the fiscal agent of the NAEB \$141,000 as a three-year commitment for the conduct of this proposed program:

1. The funds for this project shall be deposited in a special account and at the close of each fiscal year an official financial statement signed by the University's chief disbursing officer will be submitted to the Foundation in respect to disbursements made.
2. Subsequent payments under this commitment will be contingent upon evidence of satisfactory progress in the program and upon receipt and approval by the Foundation of the projected plans and budget for the next fiscal year.
3. At the close of each fiscal year a written report will be submitted to the Foundation concerning the activities and the developments that have occurred.
4. Any unexpended balance existing at the close of a fiscal year will be deducted from the payment for the next fiscal year.
5. If at the end of the commitment there remains any unexpended funds, or if the program is terminated at any other time, any unexpended cash balance is to be returned to the Foundation.
6. Any anticipated changes in the itemized budget submitted should be made in writing and submitted to the Foundation for approval prior to expenditure.
7. Any salary increases or contributions to retirement plans above those planned in the budget which is submitted with this agreement are to be provided by the Association unless approved in advance by the Foundation.
8. The Foundation would prefer that no publicity be given the commitment at the present stage. Only occasionally does the Foundation itself announce a commitment and then only when a transfer of funds has taken place. At the time the first payment is made to you, the transmittal letter will contain a statement explaining the Foundation's policy concerning publicity for its commitments.
9. At the close of the second fiscal year of this project a special report will be submitted to the Foundation containing the recommendations of the Association's special committee which has been organized for the purpose of studying ways and means for stable and permanent support of its operational program. The Association should not anticipate continued support of its operational budget by this Foundation after the expiration of this commitment.

February 23, 1956

10. In case of a national emergency the Foundation reserves the right to review the program and negotiate with the Association as to modification or termination of the program in view of the national situation.

Upon acceptance of these conditions by Mr. Frank Schooley, President of your Association and by Dr. David Henry, President of the University of Illinois, the Foundation will schedule for payment in July of 1956 \$47,000 as payment for the first fiscal year of the program. Please instruct us as to whom the check is to be made payable.

As we review your program for the past five years we are pleased to note the description of results obtained. We congratulate you and the officers of your Association upon the plans which you are making for your program during the next few years. We are glad to cooperate with your Association and with the University of Illinois.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

COPY

March 28, 1956

Mr. Frank Schooley
President, NAEB
14 Gregory Hall
Urbana, Illinois

Dear Frank:

This refers to your communication of March 23 requesting a Committee report for the forthcoming Board meeting. For this purpose I would like to submit the report of the NAEB Engineering Committee meeting of January 7, 1956. A copy is enclosed. I have already sent you extra copies for the Board, in case they are desired, but if you wish to have more, please let me know. As there are changes in the covering letter of January 26, I am sending you copies of this letter to replace it. Your attention is called to the following paragraphs of the report which involve specific recommendations.

Paragraph # 1 - It is recommended that a full explanation of the tape tests, as outlined, be carried as an item in the Newsletter and that a separate letter explaining and outlining these tests be sent each individual station submitting programs for duplication. It is further recommended that a full-time maintenance engineer be employed at Headquarters; one who is capable of adjusting the duplicating equipment and keeping it in top operating condition. This person would not spend all his time on maintenance but could also operate the machines during regular duplication operations.

Paragraph # 2 - It is recommended that no additional funds be spent for 15 i.p.s. tape duplicating equipment until maximum quality output is obtained from present equipment.

Paragraph # 3 - It is recommended that \$6000.00 be allocated to a conference or seminar for technical personnel from NAEB members who operate the smaller AM or FM stations. Such stations usually employ engineers who lack experience and knowledge, and due to budget limitations, have very little opportunity to acquire it. It is further recommended that a sum of \$8000.00 be allocated for a technical conference to be held in the fall, to consider problems of a high level nature such as kinescope operation. This may be combined with a conference for production personnel.

Paragraph # 7 - It is recommended that an engineer familiar with the work of the Engineering Committee be appointed to serve as a member of the Professional Advancement Committee.

Paragraph # 12 - It is recommended that a sum of \$500.00 be made available for an NAEB Engineering Committee meeting in the fall or winter.

I would also like to especially call your attention to the resolution regarding the NAEB Engineer.

I believe a careful examination of the report will explain the reasons for the above recommendations. However, if you wish to have more information, please let me know.

Sincerely

Carl H. Menzer
Chairman, NAEB Eng. Committee

cc: Dr. Skornia
Mr. Bidlack
NAEB Engineering Committee

REPORT OF NAEB ENGINEERING
COMMITTEE MEETING
Chicago Illinois, January 7, 1956

Present: Brugger, Higgy, Holmberg, Ketcham, Kratt, Menzer.

Also present were: Mr. C.S. Bidlack, NAEB Engineer; Mr. C.M. Braum, JCET Engineer; and Mr. Harry Skornia, NAEB Executive Director.

The NAEB Engineering Committee met in the Sherman Hotel, Chicago, Illinois, from 9:00 am to 5:00 pm on January 7, 1956. A smaller group met during the evening of January 6. There was considerable discussion as to the work this committee should be doing as well as to planning for future activities. It was fortunate that Mr. Skornia was able to meet with the group and answer questions regarding NAEB policy. The committee feels that his presence at all NAEB committee meetings would be equally beneficial. In order to distribute the committee work so there would be less of a burden on individual members, various projects were assigned to sub-committees of one or more members. It is expected that these individuals will utilize the services of their own staff and it is hoped that such an arrangement will result in more effective action. Topics discussed were as follows:

1. Tape recording tests. Quality control. Standards.
2. Tape network quality improvement. 15 in. per sec.?
3. Review of NAEB Engineering Workshops. Future plans.
4. Video recording. Work with ETR Center.
5. NAEB radio network: AM, FM, Microwave, Wire lines, Multiplex.
6. Pool of test equipment. Listing of equipment for trade or purchase.
7. Professional recognition of technical personnel. Job Classification. Wage scales.
8. Use of roster of technical personnel. Promoting interest in NAEB.
9. Engineering Committee reports and publications. News Letter.
10. Regional technical meetings.
11. Discussion of FCC actions.
12. Future meetings.

A brief report of the discussions, progress and recommendations covering the above list follows:

1. Tape recording tests. Quality control. Standards: In order to assure the release of highest quality tape recordings two steps should be carefully controlled. One, the recording of master tapes and Two, the duplication of tapes. A third step, that of play-back, is equally important but cannot be controlled by NAEB. It should be assumed that station engineers are capable of properly adjusting and operating their play-back units. However, this committee has published some instructions covering such adjustments and will continue to help whenever possible, by correspondence and by published papers. Mr. Holmberg has agreed to handle any requests for information regarding maintenance and testing of playback equipment. In the recording of master tapes, NAEB can exercise some measure of control and provide assistance. With this in mind the committee has set up a testing program which, if followed, will assure high quality master tapes. A detailed explanation of this testing procedure is outlined on an attached sheet. It is recommended that all those submitting master tapes for duplication first send in a test tape for evaluation. This test will determine whether or not the equipment is capable of producing the results necessary for high quality recording. If the tests indicate inferior results, they are designed to show what steps should be taken to correct the situation. There will be no

expense connected with this service other than mailing costs and it is suggested that test tapes be submitted from each machine used, immediately before the master tapes are recorded. If the recording of masters runs for a period of weeks or months, test tapes should be submitted at intervals of about two weeks depending on the number of hours the recorder is in use. This service need not be limited to those who submit master tapes for duplication but is also available to those who wish to keep their recording equipment in first class condition. The committee feels that this testing program probably should not be mandatory, at first, for obvious reasons, but as its advantages become apparent, perhaps in the future it might become a required procedure whenever master tapes are submitted for duplication. It is planned to make three copies of the evaluation report on each test. One will be kept for this committee, another will be forwarded to NAEB Headquarters, and a third will be returned with the test tape. After the testing program is underway it will be possible to set up standards for tape network recording. It may then be desirable to require that all master recordings meet these standards before acceptance. Mr. Kratt has agreed to handle the tape testing program and to set up standards for committee approval.

The second step, that of duplication of tapes, is one that must be taken care of by Headquarters. It consists of putting the duplicators in first class condition and organizing a maintenance program which will keep them that way. Mr. Bidlack has difficulty in finding time to do this work and apparently maintenance has not been satisfactory in the past. The committee was told that steps were being taken to correct this. However, it feels that this work is extremely important and that high quality service will never be possible unless duplicators are kept in top condition.

If the two steps outlined above are followed, so far as recording equipment is concerned, it will mean that NAEB can supply member stations with high quality recordings. Any degraded quality will then be the result of poorly adjusted play-back equipment or poor pick-up and production techniques. The former can be corrected only by the station using the tapes. The latter may respond to some correction when the tapes are dubbed from the original master to the duplicator master at Headquarters. By the use of a variable equalizer during this dubbing process, an experienced operator may be able to effect some improvement. It is recommended, however, that efforts first be concentrated on securing good original masters and producing good duplications. A sub-committee of Bidlack, Brugger and Kratt will make a study and report of equipment needs at Headquarters.

2. Tape network quality improvement, 15 in. per sec.?: The committee feels that where possible it would be desirable for master tapes to be recorded at 15 in. per sec. However, at this time recording at 7 1/2 in. per sec. can provide adequate quality for most uses if steps are taken as outlined in (1) above. If such corrective measures are not employed, poor quality will result at 15 in. per sec. as well as at 7 1/2 in per sec. Further, the Headquarters duplicators are not equipped to handle the ten inch reels and there is some question as to playback equipment in member stations. The committee suggests that the present situation be first corrected and later experiments might be started with special programs recorded at 15 in. per sec.

3. Review of NAEB Engineering Workshops. Future plans: A discussion of past NAEB engineering workshops and a review of letters from participants indicated that the 1955 meeting at East Lansing was, in general, highly successful. Besides supplying up-to-date knowledge and training, the workshop provided opportunity for discussion among technical representatives of educational television which has not been possible in the past. Of equal importance, it pointed out that NAEB does provide a much needed service to technical people as well as to programming and management. It was unanimously agreed that these meetings should continue if funds can be obtained and that perhaps they should take the form of a conference rather than that of a workshop. It was pointed

out that most educational television technical problems at the various installations are similar in nature and that much can be done by having engineers gather together and discuss methods of solving them. This being true, attendance should be limited to twenty or thirty who are key people in the various TV stations and studios. The cost would be no more than that of past workshops. The committee urges that efforts be made to secure funds for such a technical conference in 1956. It might be advantageous to hold a conference in connection with either the annual MARTB meeting or the annual NAEB convention. This however, depends on when and if funds are available. It was indicated by Mr. Skornia that a sum of around \$3000.00 might be available immediately for a conference or seminar of a technical nature. In this connection two suggestions are presented: First, there is need for a conference or seminar of technical personnel from the NAEB stations who are operating the smaller AM or FM equipment. It was pointed out that such stations usually employ engineers who lack experience and knowledge and have very little opportunity to acquire it. Due to lack of funds their operation often suffers. This is especially true in the case of recording equipment owned by small operators who use the NAEB tape network offerings. NAEB could provide a valuable service to the smaller members by such a seminar or conference. It could be organized so as to limit attendance to the extent of the \$3000.00 available or increase attendance and require that those who come defray a portion of their expenses. The committee recommends the former, as those who most need the experience and training are usually those who cannot afford to attend. Second, there is need for a conference or seminar of kinescope operators. Much can be gained by a conference to discuss mutual problems and to present the use of new developments in film, processing, and equipment. There is no organized exchange of such material. The cost of such a conference to include all those operating kinescopes might exceed the \$3000.00 available. However, it would seem that the Educational Television and Radio Center might consider it of enough value to its operations to assist in some financial way. With this in mind a letter has been sent to President Newburn inquiring as to his interest. As soon as this information is at hand, recommendations will be made.

4. Video recording. Work with Center. A study of kinescope recording costs was made by this committee for the Educational Television and Radio Center and a copy is on file at Headquarters. In planning its activities, especially those concerning video recording, the committee hopes to work closely with the Center. See (3) above. This committee considered the possibility of setting up standards for video recording but due to the considerable time required as well as various other complications, it was decided to postpone this project and to see what might be done toward publishing a technical handbook for operators of video recorders. This handbook would contain all presently available information and additional material could be added from time to time. It was learned that Mr. DeLand of the Center staff had a video recording handbook in preparation and about to be published. Not knowing its contents, it was decided to postpone work on this project until we could be sure there was no duplication of effort. Inquiry has been made of the Center as to the above.

5. NAEB radio network. AM, FM, Microwave, Wire Lines, Multiplex: The committee recognizes the advantages of a live mutual network to supply NAEB radio stations with programming material. A study has been going on for some time to determine its practicability. Thus far no scheme has been presented which would involve a reasonable cost. Work will continue however, and there does seem to be some reason to believe that at least a small regional network might be arranged, at least on an experimental basis, and at a cost which is not prohibitive.

6. Pool of test equipment. Listing of equipment for trade or purchase:

Often it is desirable, and sometimes necessary, to use test equipment not normally owned by every radio or television station. This usually is because of the cost and the fact that it is not needed for routine maintenance but rather for special tests. The committee feels that if an inventory of such test equipment among member stations could be prepared, arrangements might be worked out so as to make it available to some of those who need it. Mr. Bidlack has agreed to send out a questionnaire to NAEB members in an effort to prepare such an inventory of equipment. The committee also feels that a listing of equipment for trade or purchase, in the Newsletter, might be of help to members and recommends that Mr. Bidlack continue this feature.

7. Professional recognition of technical personnel. Job Classification. Wage scales.:

These subjects were discussed at length by the committee. They present a problem which, in many cases, is becoming acute. Certainly one of the major problems in many NAEB stations is the lack of properly trained and experienced technical personnel. Efforts have been made to find some basis for job classification and wage scale agreement but thus far little has been done. The committee believes however, that the interest of technical personnel has been stimulated in NAEB as well as in the aims of educational radio and television through attendance at the 1954 and 1955 workshops.

It should be pointed out that there is no thinking along the lines of a labor union. The fact is that, in general, wage scales in educational institutions are much lower than in commercial stations and in order to keep capable technical people it is necessary to stimulate their interest in educational broadcasting. Also it may become necessary to recruit such people if standards are to be maintained. With the advent of television many operators are faced with a problem of job classification and wage scales which will fit both the television and radio operations. The committee will continue to work on this problem and hope that at least a partial answer may be forthcoming.

During the course of the meeting it was pointed out that some of the work of the Engineering Committee closely parallels that of the Professional Advancement Committee. It is therefore recommended that, if possible, an engineer who is familiar with this work be appointed as a member of the Professional Advancement Committee. In this way the work of both committees will proceed with a better understanding and there will be no duplication of effort.

8. Use of roster of technical personnel. Promoting interest in NAEB:

Until the NAEB roster of technical personnel was prepared by Mr. Bidlack, this was anything but a closely cooperating group. As a matter of fact, in most instances not even the names of chief engineers were known. The committee feels that action should be taken to create interest in NAEB among this group. It should take an active interest in the organization's affairs. A step in this direction has been the NAEB technical workshops. There is still much to be done. The chairman of this committee hopes to write to individuals whose names appear on the technical roster describing the NAEB, its aims and functions, telling them how NAEB may help them, and asking them for their suggestions. It is hoped that by such efforts this large group of technical people may contribute much to the future of NAEB.

9. Engineering Committee reports and publications. News Letter:

Engineering reports and publications have proven to be a valuable NAEB service. It was decided to continue this project and to enlarge it if possible. In editing such publications care must be taken to present only those papers which are of benefit to NAEB members and which contain information not available elsewhere - or at least not generally available from other sources. Although Mr. Bidlack has spent a great deal of work on the Newsletter, he has had little help from members. By stimulating interest in NAEB it is hoped that he will receive more contributions. If members can be made to increase their contributions it should also work in the opposite direction -- that of stimulating interest in NAEB. The letter mentioned in (8) above may help.

10. Regional technical meetings: It was thought that regional technical meetings would help stimulate interest in NAEB as well as bring the technical staffs of various institutions together for a discussion of their mutual problems. Last year such a pilot meeting was proposed which would include Iowa and Illinois with perhaps Minnesota and Wisconsin. For various reasons this meeting was never held. The committee believes this to be a sound idea and will continue to promote it. Perhaps during the coming year a pilot meeting, as indicated above, may be held. It will require the cooperation of station managers as well as engineers.

11. Discussion of FCC actions: Mr. Braum mentioned several FCC actions which should be of interest to NAEB. These are listed below:

A. Efforts are being made to increase the number of commercial VHF television channels at the expense of educational FM allocations. Efforts are being made to reallocate television channels reserved for education, to commercial interests. While this committee cannot take direct action on these matters, Headquarters is urged to keep posted through its attorneys and to file comments with the FCC. It is conceivable that the committee might act in an advisory capacity but certainly Mr. Braum is in a position to contribute much.

B. There is some interest in the installation of very low powered, low cost, transmitters at institutions now operating closed circuit television studios. It was suggested that if the demand were great enough, the FCC might consider some sort of special permit or license for their operation. Incidentally, the installation of a low powered, low cost television transmitter, of which several are on the market, is an excellent way to hold a reserved channel that otherwise might be in jeopardy.

C. Within the last year changes have been made in FCC operators licensing requirements. Mr. Bidlack has mentioned some changes in the Newsletter. However, Mr. Braum has agreed to check and if there are others, he will so notify Mr. Bidlack who will pass along the information.

D. The FCC engineering division is in need of reliable information regarding field intensity measurements for their propagation studies. This is difficult to obtain from commercial stations due to the element of competition between various sales departments. It is thought that considerable information might be available from educational television stations where there is no such competition. Anything this committee can do to help the FCC should reflect in benefits to NAEB. With this in mind Mr. Ketcham has agreed to survey the situation and collect what data may be available. Any such material supplied the FCC will be given as an NAEB project.

12. Future meetings: This committee has undertaken a considerable number of projects which it believes to be important. Most of its work is carried on by correspondence. However, it has been demonstrated that in order to do an effective job, periodic meetings are necessary. It is therefore recommended that authorization be granted for another meeting of this committee in Chicago sometime between April 16 and 19, 1956. This location is perhaps most convenient and least expensive. The time indicated will allow members to meet with NARTB representatives and will provide opportunity for an inspection and report of new equipment shown at the annual equipment exhibit.

An attached sheet contains a detailed outline of the tape testing program referred to in (1) above.

A resolution was adopted with respect to the position of NAEB Engineer. This resolution is on an attached sheet.

Respectfully submitted by
NAEB Engineering Committee

John Brugger
Robt. Higgy
Berten Holmberg
Keith Ketcham
Edward Kratt
Carl H. Menzer (Chairman)

NAEB TAPE TESTING PROGRAM

Test tapes should be sent to Mr. Edward Kratt, Radio Station WNYE, 29 Fort Greene Place, Brooklyn 1, New York. They should carry an indication of the make, model and serial numbers (both transport mechanism and amplifier) of the recorder used as well as make, model and serial numbers of the test oscillator used.

Tapes should be recorded at 7 1/2 inches per second.

Recording levels should be maintained as indicated below. "Reference recording level" for these tests is defined as the level indicated by maximum peaks on the recorder VI meter. This is usually 0 DB. If a different maximum recording level is used, please so indicate. Record test tapes as follows:

1. (A) At reference recording level, record two minutes of continuous 400 cps tone.
(B) At 10 DB above reference recording level, record two minutes of continuous 400 cps tone.
(This may easily be done by inserting a 10 DB pad between oscillator and amplifier for step A and removing it without changing amplifier gain for step B. As the VI meter will doubtless go off scale for step B, one terminal of the VI meter may be disconnected.)
(The above to establish reference level and to check distortion)
2. Two minutes of no recorded sound (blank tape) accomplished by disconnecting the oscillator and terminating the input of the recording amplifier with a matching resistor.
(To check noise)
3. At 20 DB below reference level, record one minute of continuous 5000 cps tone followed by two minutes of continuous 7500 cps tone.
(To check head alignment)
4. At 20 DB below reference recording level, record continuous tones as indicated below. Test oscillator output should be held constant.

400	cps	30	seconds
50	"	10	"
100	"	10	"
200	"	10	"
500	"	10	"
1000	"	10	"
2000	"	10	"
4000	"	10	"
5000	"	10	"
6000	"	10	"
7500	"	10	"
10000	"	10	"
400	"	10	"

(To check frequency characteristic)
5. At 20 DB below reference recording level, record five short pulses of 3000 cps tone one second apart. The start of the fifth pulse will be used as a starting time reference.
After a few seconds silence, record a 3000 cps tone for approximately 14 minutes followed by another few seconds of silence.
Then, record five more short pulses at one second intervals with the start of the fifth pulse exactly fifteen minutes after the starting time reference noted above.
(To check timing, flutter and wow)

At a meeting of the NAEB Engineering Committee held on January 7, 1956 the following resolution was adopted with respect to the position of NAEB Engineer.

Resolution

The Engineering Committee of the National Association of Educational Broadcasters wishes to extend herewith its recognition of the many excellent benefits made available to educational broadcasters through the newly established position of NAEB Engineer. It also wishes to personally compliment Mr. Cecil S. Bidlack on the excellent manner in which he has conducted the affairs of his office.

The Committee feels that every effort should be made to insure the continuation of the position of the NAEB Engineer, together with the program of engineering activities which have been made possible through it. Outstanding examples of these functions have been the Television Workshops and the Engineering Newsletter, both of which were organized by Mr. Bidlack in addition to his activities as an NAEB consultant to individual stations.

The Committee recognizes that the rapid growth of educational television has required that the activities of the NAEB Engineer be confined essentially to the video field. However, since these television activities are becoming more organized, the Committee recommends that the NAEB Engineer be permitted to devote, at his discretion, a greater portion of his time to problems of the audio media represented by educational radio stations, both AM and FM. Since such stations still represent the bulwark of educational broadcasting, the NAEB Engineer should be permitted to give adequate consideration to this segment of the overall service.

Approved unanimously on January 7, 1956

The NAEB Engineering Committee

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SUB-COMMITTEE REPORT
OF NAEB RADIO PROGRAM PLANNING MEETING
DEL. PRAGO HOTEL, CHICAGO
DECEMBER 3, 1955

TO: Frank Schooley
Harry Skornia (multiple copies)
Harold Hill
John Holt
Waldo Abbott
Members of the Sub-Committee

FROM: Kenneth D. Wright, Sub-Committee Chairman

SUBJECT: Report and Recommendations of Network Program Planning Sub-Committee.

Committee members present:

Lee Eitgen
Dick Vogl
Kenneth Wright
Harry Skornia, consultant

Committee member absent:

Barnard Buck

This report will be informal, concise, but not brief. Any formal report desired will be written from this material upon request. We think of this report as going to the above only; it is not written for any other purpose and should be polished if intended for any other distribution.

Thus, the peroration. From here on, my remarks will be taken from notes of the one day meeting prepared by Dick Vogl and from actions that I have taken since the meeting at the group's suggestion. To orient you: we concentrated on three general topics; (1) a review of past and present net programming, (2) a discussion of 15 to 20 program ideas that seemed to offer network quality content, and (3) from these ideas, a discussion of three series to be recommended for large budget production, a la Ways of Mankind.

REVIEW OF NETWORK PROGRAMMING

Long history of groups like this one meeting to discuss network programming needs and how to fill them. Many good things have been done by individuals, but less by organized committee. Skornia reported on one such meeting, held in Washington on two August days, 1953, which served as a guide to present group. At the 1953 meeting were George Probst, Frank Schooley, Parker Wheatley, and Graydon Ausmus. The group outlined very sketchily some 20 areas for series; some were ultimately produced, most were not. We used some of this material as a starter for our "network needs--revisited" meeting of 1955.

Skornia reminded us of a letter from him to Bob Hudson of November 17, 1954, copies of which all of us had earlier, which further mentioned many program series ideas from various people. We used these, too, in our final deliberations.

Somewhat less ancient was a memo from Skornia to the Grants, School, and Program Planning Committees, members of the NAEB Board, and to Dr. H. K. Newbern of the Educational Television and Radio Center, dated February 2, 1955.

This concerned areas for which grants-in-aid might be given, the thought being to strive for some unity and direction out of the rather heterogeneous grant proposals. Six general program areas were listed--Roots of American Culture, The Good Life, The Great Ideas, America and the World, The State of the World, and The Fight for a Lifetime. Several dozen more specific subject areas with no over-all pattern were discussed briefly. All of these ideas were considered in the final decision recommending a distinctive series.

Skornia offered as background the following information on the grants-in-aid program:

1952, the first year, 9 grants were made; 4 good series resulted
1953, second year, 8 grants produced 3 good series
1954, third year, 9 grants were made; all series fairly good to excellent
1955, fourth year, 9 grants, with results yet to come in

Skornia concluded with some comments from John Holt; to wit, a recommendation for a unified objective to integrate the work of the Program Planning, Acceptance, and Grants Committees. He thought perhaps a Liaison Committee might be necessary, with representation of the three mentioned groups, as well as a member from the School, Engineering, International, and Public Relations Committees. Holt also stated that the offering for the Winter of 1956 will amount to 8½ hours per week of non-school programming. This includes only three series from NAEB members for which no grants were given. Holt points out, via Skornia, that the only open area of programming is material submitted by member stations from their own resources. We can use more of this material apparently, whereby the grants-in-aid programs and outside sources are pretty well explored. Skornia proposes that the separate in-school package be dropped, and that a single general package be offered up to 15 hours per week with members selecting about 10 hours of material best suited to their needs. In-school programs would be included, of course, as part of the general package.

The above material served the committee well as background, and in the section on comments, I will give the committee's views on some of the ideas.

PROGRAM IDEAS

Following are the specific program series ideas which were discussed at length by the Sub-Committee.

Skornia presented in detail a proposal prepared in November, 1953 on Gerontology. The plan was for 13 half hour programs with top professional production on a budget of something like \$125,000. This proposal was used extensively in our final work on this series.

Skornia submitted an idea that had come to him on a series called The Living Document which would utilize the almost unending resources of the nation's museums, libraries, universities, government archives, and many other units to produce a continuous and progressive development of history. Subjects would include such things as folklore, transportation, Lincolniana, natural resources, and research would be done on one subject in all of the available places to fairly well exhaust the subject. Various series, of course, could be produced over a period of 10 to 20 years or longer. The first series budget was estimated at \$95,000.

Skornia reported on an idea called roughly Industrialization in America, which would explore what democratic capitalism means to us and would attempt

to interpret our mores, economic philosophies, political and social characteristics in terms of our industrialized society.

Skornia reported on a series called What Is A Good School? which would be an attempt to compare the basic concepts of schools; private, parochial, American versus European, progressive, traditional.

Finally, Skornia reported on a discussion with a Mr. Birch about a series on the three branches of U. S. government.

The seven de Tocqueville scripts were given much attention. All members present had read all or most of them and a lengthy discussion culminated in the decision that these programs did not warrant a "prestige" production budget. We realize that there is a considerable investment in the scripts, and it should be reclaimed by having the programs produced for network distribution on a small budget by one of the NAEB members. The Universities of Minnesota, North Carolina, and Wisconsin were suggested as possible producing agencies. A ceiling of \$5000 was agreed upon as the price of production if possible. I proposed an idea that the committee accepted for future reference; to follow the de Tocqueville programs with a 20th Century de Tocqueville to comment on the America of today, following some of the paths taken by the original de Tocqueville. Alistair Cooke was mentioned as a possible central figure.

Paul Street of National Education Association has suggested a series tied in with the NEA Centennial of 1957. The theme would be "An Educated People Moves Freedom Forward", and the aim of the series would be to interpret the role of education in a democracy. This has been done, so the approach would have to be fresh and creative. The committee felt that the information in the proposal was too sketchy, and instructed me to write for further details. (Letter to Street attached.)

We discussed two current books that might be used as bases for two series. One is Weston LaBarre's The Human Animal on anthropological development, and the other is They Thought They Were Free by Milton Mayer, a study of the German citizen in a small town under the Nazis. It was the thought of the committee that the books would simply serve as a catalyst to get such series underway with other research to be used. No action was taken on these ideas.

From Glenn Starlin came the proposal to use Dr. Castell on one or more series on these subjects: (1) From Puritanism to Pragmatism, tracings of American thought, (2) a program dealing with great crises in the history of thought, (3) Every Man His Own Moralist, dealing with elementary ethics, and (4) Education in Modern Society. Also Starlin suggests that Dr. Castell might be willing to resume two former series, Invitation to Read and Window on the Ivory Tower. The committee reacted very favorably to all suggestions, but expressed preference for the programs in the order listed above. I was instructed to write Starlin an affirmative answer. (Letter to Starlin attached.)

James A. Sweet of the Library of Congress proposed the Library weekly chamber music concerts, complete with 15 minute book reviews during intermission. The usual network duplicating troubles with music discouraged the committee from recommending this, but the thought was that member stations might like to get the tapes direct from WGMS, Washington, for a small fee. Bernie Buck sent word that he had used these tapes, and found the music excellent but the reviews dull. I was instructed to inquire of Mr. Sweet if the tapes are still available for individual stations. (Letter to Sweet attached.)

Earl Wynn has suggested a series called American Accents, 13 half hours of documentary reporting, partly by long distance phone and conference calls. Some of the ideas to be developed would be "The Hearing of Truman in our Day," "Freedom from the Press," "Is There a Place for Women in Government?" and others of similar contemporary interest. The committee thought that the idea was good, but was concerned over lack of unity in the various programs of the series, and over possible mechanical difficulties. I was asked to write Wynn about these matters. (Letter to Wynn attached.)

Another much-discussed program was again discussed; the matter of the Air Force meteorology series. The committee was skeptical of format and some of the titles seemed heavily oriented toward military use only. I was instructed to write Lt. Spears of our decision and to request further information. (Letter to Spears attached.)

Dr. John R. Kirk of the University of Chicago proposed a series in mid-1954 and nothing has been done to our knowledge. I brought it up, we discussed it, and thought it had some good possibilities. I was asked to write Dr. Kirk to see if his interest is still high enough to get an audition tape. The series would be called The Search for Certainty, and would be a history of philosophical thought on the nature of truth and certainty. (Letter to Kirk attached.)

Bernie Buck had written Skornia in mid-summer of this year about the Antioch College Shakespeare plays each summer, and suggested that these people might do a radio series for us. I have seen 5 of the Antioch plays and added an enthusiastic word. But the material from Bernie has been lost; I was instructed to write him for copies of it to be sent directly to Harry. Siegel wrote me that Bernie will write as soon as he returns from vacation. (Letter to Buck attached.)

All of these programs were discussed as potential big budget series with television, publishing, foreign translation, discussion guides, and other possibilities. The committee finally decided upon three separate series to be recommended for large scale production, and the rest wound up in the category of good ideas for the network, but in the opinion of those present, not of sufficient stature for various reasons to warrant large budget treatment.

LARGE BUDGET PRESTIGE SERIES

Out of the stimulation of the foregoing discussions, a pattern of group thinking finally began to appear. The committee members constantly kept returning to the theme of people in this society in this time and under the stress of this economy. We finally made a list of eight programs from which we decided to pinpoint three series as the final recommendation. The semi-finalists were:

Some variant of the idea of Aging Successfully, a gerontology series
The Living Document
What Industrialization Means to America
Some aspect of mental health
Three branches of U. S. government
The de Tocqueville scripts
Some phase of anthropology
American Accents

During the discussion that followed the compilation of this list, the theme of man in modern society became stronger and the emphasis became clearly focused on this idea. From this thinking came the final decision that several series could be done on the problems of an industrialized nation. The committee finally decided upon three series which would be distinctly different but would be inter-related because of the common basis of the problems explored in each. We realize that several dozen other series could have similar relationships, and it is hoped that further series will be produced if the idea is worth expanding. The three series recommended are:

1. Industrialization in the U. S.--its impact, meaning, effect
2. Mental Health--importance as a problem, what modern society contributes to breakdowns, progress, understanding, etc.
3. Geriatrics--a series already well outlined by Skornia; outline is available from him

In the section on recommendations, more details are spelled out. All of us fully realize that these three series, while excellent possibilities, are perhaps no more exciting in potential than dozens of other proposals. But this group has decided that these areas offer the best opportunity for large scale exploitation.

COMMITTEE RECOMMENDATIONS

This committee is aware of the possibility that the following recommendations, arrived at through a very long day of deliberation on time which all of us could have used at home and on money which the NAEB could use elsewhere, may be tossed out. These are specific proposals, and represent the best thinking we could apply in such a woefully short period of time. We would like to have the recommendations accepted, of course, but can understand that they may not be entirely acceptable. But if for any reason they are ignored or changed by someone else after this report is in, we will insist on knowing who changed or discarded them and why. I firmly believe that Skornia, Eitzen, Vogl, and Wright realize that programming a network and choosing a series for large scale production are jobs of great difficulty for a committee of people to do in one day. But we were asked to do so; we expect our findings to be taken seriously.

Un--
(Whew! that's an Yuletide type tirade.) Anyway, here are the recommendations:

The committee proposes that the Board of the NAEB or the proper officials submit the following ideas in the following order of preference for consideration by the Educational Television and Radio Center for a large budget series:

(1) What Industrialization Means to America, or this idea under any title. We need to appreciate fully the merits and the disturbances of the highly industrialized economy of our time. What has happened to the home, to travel, to schools, to youth, to old people, to art, to government because of industrialization? We suggest 10 to 13 programs of flexible length and format to be determined, of course, by the producers.

Harry and Bonaro Overstreet are suggested as possible writers for the series. No proposal is made for producing agency, specialists for research, publishing and television aspects, motion picture possibilities, etc. This work is far too important to discuss in a one day meeting. Once the area is chosen, then a select group should meet for such detailed recommendations.

(2) Mental Health, or more specifically some phase of it. Much is being done in this field, so the series would require much research and thought in order to avoid being nothing. We suggest 10 to 13 programs with flexible length and format; again to be left to producers.

The content must be determined by such people as Menninger, Grinker, Brazen.

(3) Geriatrics, some phase or phases of it; to be worked out along lines previously prepared by Skornia. The committee felt that the work already done on this should be utilized. Some detail is available, but much more would be needed. Writers mentioned were Leo Rostin, Erik Barnouw, and Morton Wishegrad.

In this recommendation, the committee is unhappily aware that it has not been as specific as requested by President Schooley on the matters of writers, producers, production units, budgets, source material, consultants, and secondary uses. Sorry, but one day won't do it. We have tried to boil down all ideas to three; now we can move ahead with these details after sufficient exploratory work has been done by people with past experience in hiring producers, etc. It is recommended that three steps be taken by headquarters at once:

- (1) decide whether these ideas, or one of them, can be used for a series
- (2) farm out to experienced individuals the jobs of finding out who the experts are in these fields, good producing agencies and what they cost, good writers available, possible secondary uses, and the other things we need to know
- (3) channel these reports through me and the committee or through someone at headquarters for sifting out and condensing for presentation to the Center. It is possible that the Center does not need so much detail; its personnel is equipped to determine many of these things with little effort. If this is true, perhaps we have enough in this report to start the Center out on a series.

Other recommendations:

The committee felt that Kolt's comments on an integrated effort by various committees concerned with programming were well made, and so recommend that Schooley study the possibility of an integration between Program Planning, Acceptance, Grants, School, Engineering, International, and Public Relations. No details for this merger are suggested.

The committee further recommends that every effort be made by headquarters through the Newsletter to encourage member stations to submit programs for the net without waiting for grants or for someone to discover their light under the firkin. We should emphasize to the membership that acceptance of a program is really a more significant award than many of those we try for each year. Of course, grants should be given for outstanding potential productions, but some modest ones may be top network quality without any outside financial help.

The committee is not on record as a group on this idea, but Skornia proposes that the net issue a single general package, including school programs, of some 15 hours per week of which the members would select about 10 hours best suited to their needs. This would eliminate the in-school package as a separate unit.

FINAL COMMENTS

I submitted a long tentative agenda to the personnel of this meeting prior to convening time. Many of the points were covered, of course, but not all of them. The meeting accomplished a fair amount of work in the area of planning for network program series, at least much will have been done after the follow-ups are made and I promise to make them. But nothing was done to solve one large and formidable problem. We still have three or four committees or sub-committees dealing with program planning, and several individuals at headquarters. Perhaps the recommendation above for integration will solve the problem, but I'm skeptical. Could Schooley or the Board work out specific procedures so that one group has final authority to make commitments for program submissions, and some other group complete authority for acceptance or rejection, and all other groups channel their efforts through these two?

The committee was non-committal on the following, but I want to mention again the thought that someone at headquarters should be named Network Program Manager with authority to work very closely with the various committees, and strive to keep the paths straight and clear. This has been discussed with Schooley and Skornia who pointed out the difficulties of this; these may be insurmountable in the present situation.

Submitted for the Sub-Committee
on Network Radio Program Planning,
plus Dr. Skornia as consultant;
December 28, 1955


Kenneth D. Wright, Chairman

Mr. Schooley
FOR INFORMATION OF _____

RECEIVED
RADIO STATION

April 12, 1956

APR 13 9 45 AM 1956

RECEIVED
RADIO STATION

Mr. Janata:

This is to indicate my approval of the grant from the W. K. Kellogg Foundation to the University for the NAEB program as outlined in Frank Schooley's letter of April 6 and the enclosure.

David D. Henry

President

c. Mr. Larsen
Mr. Siebert
Mr. Schooley

C O N G R A T U L A T I O N S !

DDH

227 Gregory Hall
April 6, 1956

Mr. A. J. Janata
363 Administration (W)

Mr. Janata:

Attached, two copies of the letter concerning a three-grant the W. K. Kellogg Foundation is willing to make to the University on behalf of the National Association of Educational Broadcasters.

If the terms are acceptable to the University, they are to NAEB, and upon word from you or the President I shall so advise the Foundation.

Incidentally, Dr. Seay said there was no hurry. He and President Morris of the Foundation are out of the country. I had assumed that a copy of this letter had been sent to President Henry.

Frank E. Schooley
Director of Broadcasting
and
President of NAEB

FES:cjf

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS*
Proposed Budget for July 1, 1956-June 30, 1957

	Proposed Budget 1956-57	Budgeted 1955-56
<u>NAEB BUDGET SUMMARY</u>		
Salaries and Wages	\$50,250.00	\$50,250.00
Seminars, Travel, Research	13,500.00	12,500.00
Supplies and Expenses	17,000.00	15,000.00
Administrative Expense (5% of Kellogg Grant)	2,350.00	2,137.15
Contingencies (General)	800.00	555.85
Total	<u>\$83,900.00</u>	<u>\$80,443.00</u>
<u>NAEB HEADQUARTERS (KELLOGG)</u>		
Salaries and Wages	\$29,750.00	\$29,750.00
Seminars, Travel, Research	13,000.00	12,000.00
Supplies and Expenses	5,850.00	5,550.00
Administrative Charge (5% of Kellogg Grant)	2,350.00	2,137.15
Contingencies (General)	400.00	305.85
Total	<u>\$51,350.00</u>	<u>\$49,743.00</u>
<u>NAEB NETWORK</u>		
Salaries and Wages	\$20,500.00	\$20,500.00
Travel	500.00	500.00
Supplies and Expenses	11,150.00	9,450.00
Contingencies (General)	400.00	250.00
Total	<u>\$32,550.00</u>	<u>\$30,700.00</u>
<u>INCOME</u>		
Headquarters:		
Kellogg	\$47,000.00	\$42,743.00
Other Income (1)	3,000.00	5,000.00
Total	<u>\$50,000.00</u>	<u>\$47,743.00</u>
Network:		
Assessment Fees (2)	33,900.00	32,700.00
Total	<u>\$83,900.00</u>	<u>\$80,443.00</u>

* This budget is based on the assumption that we will receive a renewal of our Kellogg Grant (the number of years for which this grant is made is not material for this purpose).

(1) From materials and services provided for the Association by Headquarters on a reimbursable basis.

(2) Based on number of stations now on Network, as follows:

Class A - Full Service	- 18 @ \$800.00	- \$14,400.00
In-School Service	- 3 @ 400.00	- 1,200.00
Class B - Full Service	- 20 @ 500.00	- 10,000.00
In-School Service	- 2 @ 250.00	- 500.00
Class C - Full Service	- 24 @ 300.00	- 7,200.00
In-School Service	- 4 @ 150.00	- 600.00
		<u>\$33,900.00</u>

	Proposed Budget 1956-57	Budgeted 1955-56
<u>Headquarters Salaries & Wages</u>		
Executive Director (1)	\$10,800.00	\$10,200.00
Associate Director	8,400.00	8,000.00
Secretary	3,780.00	3,720.00
Stenographer (2)	2,400.00	2,640.00
Labor (3)	1,000.00	1,000.00
Retirement (Employer's Contribution)	2,064.16	1,913.22
Workmen's Compensation	395.70	383.40
Contingencies	910.14	1,893.38
Total	\$29,750.00	\$29,750.00
<u>Network Salaries & Wages</u>		
Network Manager (2)	\$ 4,500.00	\$ 4,800.00
Asst. Network Manager - Traffic	3,600.00	3,300.00
Asst. Network Manager - Production	4,200.00	4,140.00
Duplicator Operator (2)	2,640.00	2,940.00
Labor (4)	3,566.00	2,580.00
Retirement (Employer's Contribution)	1,215.07	1,233.94
Workmen's Compensation	277.59	276.30
Contingencies	501.34	569.76
Total	\$20,500.00	\$20,500.00
<u>Seminars, Travel, Research</u>		
Seminars	\$ 3,000.00	\$ 3,000.00
Regional Meetings	1,500.00	1,500.00
Executive Committee & Directors'		
Meetings	1,500.00	1,500.00
Office(r) Travel	4,000.00	4,000.00
NAEB Committees	1,500.00	1,500.00
Research	2,000.00	1,000.00
Total	\$13,500.00	\$12,500.00

- (1) Also will receive \$1,800 from School of Journalism and Communications for teaching one graduate course (2 hours a week, one semester only) for total annual salary of \$12,600.
- (2) Reduction due to change of personnel.
- (3) This item retained (though not used in 1955-56) to allow for possible loss of Engineering Service Secretary.
- (4) Increased help due to closer tape checking.

	Proposed Budget <u>1956-57</u>	Budgeted <u>1955-56</u>
<u>Headquarters Supplies and Expenses (1)</u>		
Mailing, Express, Freight	\$ 1,400.00	\$ 1,200.00
Office Supplies and Expenses	1,000.00	1,000.00
Periodicals, Books, Clipping Service	500.00	500.00
Telephone & Telegraph	600.00	500.00
Equipment (incl. repair and parts replacement)	350.00	350.00
NAEB Publications & Reports	<u>2,000.00</u>	<u>2,000.00</u>
Total	\$ 5,850.00	\$ 5,550.00
<u>Network Supplies and Expenses (1)</u>		
Mailing, Express, Freight	\$ 4,000.00	\$ 4,000.00
Mailing Materials	500.00	500.00
Office Supplies & Expenses	600.00	500.00
Telephone & Telegraph	500.00	400.00
Recording Service	50.00	50.00
Recording Tape (incl. boxes & reels) (3)	4,500.00	3,000.00
Equipment (incl. repair and parts replacement)	<u>1,000.00</u>	<u>1,000.00</u>
Total	\$11,150.00	\$ 9,450.00

- (1) Tentative, subject to changes of allotments within this group, as operationally necessary.
- (2) To include all costs of art work, printing and stenographic bureau services for publications from this Headquarters (including Newsletter), not including committee and research reports which are in each case charged to appropriate committees.
- (3) Includes money for 2400' reels for high quality music.

RECEIVED
RADIO STATION

APR 12 9 24 AM 1956

April 11, 1956

WILLIAM WILCO
UNIVERSITY OF ILLINOIS

HSK
JEL

Professor Schooley:

In reply to your letter of April 6, 1956 to Mr. DeLong, please be advised that your proposal to charge a 5% service against the expenditures from your NAEB Trust Fund is satisfactory with this office. This will place the NAEB Trust account on the same basis as the Kellogg Trust account.

REG:pj
cc: L. M. Dahlenburg


R. E. Gentry

14 Gregory Hall
Urbana, Illinois

April 23, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

On behalf of the National Association of Educational Broadcasters, I am delighted to accept the conditions of a grant to the University of Illinois to carry forward the work of NAEB during the next three years as outlined in your letter of February 23, 1956, to Doctor Harry J. Skornia, NAEB Executive Director.

I have been authorized by the NAEB Board of Directors to accept the conditions and to express to the W. K. Kellogg Foundation our sincere appreciation for its indicated willingness to help us in the educational broadcasting endeavors during the coming three year period.

President Henry has also indicated his approval of the grant from the W. K. Kellogg Foundation to the University for the NAEB program as outlined in your letter of February 23. You will hear directly from him.

May I add a personal note of thanks to you and President Morris for your interest in our behalf.

Sincerely yours,

Frank E. Schooley
President

FES:cu

cc: President D. D. Henry
Provost H. Larsen
Director F. G. Siebert
Dr. H. J. Skornia

COPY

January 20, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

This is a request on behalf of the National Association of Educational Broadcasters to the W. K. Kellogg Foundation for a grant in the amount of \$9,825 for the purpose of holding an educational broadcasting seminar as soon as possible after July 1, 1956. (See proposed budget, attached.)

PURPOSE AND NEED

In 1949 a seminar on the role and purposes of educational broadcasting was held at Allerton House, the University of Illinois conference center at Monticello, Illinois. (A copy of the report of this seminar is enclosed.) Another seminar, this time concentrating on the planning and production of educational radio programs, was held at Allerton House in 1950. Both of these conferences, financed by grants from the Rockefeller Foundation, were attended by educational broadcasters from all parts of the United States as well as representatives from the Canadian Broadcasting Corporation. Consultants were selected from both the fields of education and broadcasting.

Not only did these earlier conferences do much to raise the general level of educational broadcasting, increase awareness of the social problems involved, and raise the stature of educational broadcasters, but tentative plans laid at these conferences culminated in the establishment of the N.A.E.B. Network and a permanent national N.A.E.B. Headquarters, both made possible by a grant from the W. K. Kellogg Foundation.

Since the first two Allerton House Seminars great progress has been made in educational broadcasting, both radio and television. Now, six years later, educational broadcasters need to re-^{evaluate} ~~re-examine~~ goals set by those first two seminars and re-examine educational broadcasting, its progress and goals, in the light of present-day conditions, not only in the field of educational broadcasting, but in the entire area of education. For example, there is definite need for the determination of the role which

broadcasting might or should play in the whole educational program of our nation in view of the mounting pressure brought to bear by the great influx of new students at all levels, elementary, secondary, college and adult. There are also numerous very real threats to educational broadcasting to be considered. Both radio and television frequencies allotted to education by the Federal Communications Commission are in danger. Recent editorials in the trade press and attacks from other sources threaten to curtail the logical and essential expansion of educational broadcasting, if not its very existence. A Seminar such as the one here proposed will enable leaders in the educational broadcasting field to meet with outstanding consultants to plan ways and means of meeting these problems.

ORGANIZATION OF SEMINAR

The proposed Seminar would bring together, for a period of ten days at Allerton House, 25 selected participants and resource personnel and consultants to aid in guiding the Fellows in their considerations of the problems here suggested and their possible solutions. Fellows will be very carefully selected by a committee appointed by the President of the N.A.E.B., and insofar as possible will be chosen from among the younger men and women of promise who occupy central positions of responsibility in educational radio or television. Selection will be made on the basis of the contribution to education that these Fellows can be expected to make as a result of attending this Seminar.

Consultants will, as in past seminars, be selected on the basis of outstanding leadership qualifications in specific subject matter areas nearest the core of present critical educational problems. All expenses for Fellows and consultants would be paid, and consultants would be given an honorarium.

A complete record of the deliberations of the Seminar would be kept and a comprehensive report published. This report would then be distributed at no cost to all members of the N.A.E.B. for their guidance and copies would be made available, at a nominal cost, to others desiring to purchase the report. Free copies would be distributed to recognized leaders and authorities in the entire field of education so that they may be made more aware of the growing potential of broadcasting as a specifically educational tool. Further, this report is expected to serve as a springboard for deliberations later carried on in small groups at subsequent Regional Conferences of the N.A.E.B. In this manner the valuable results of the proposed Allerton House Seminar would enjoy the widest possible dissemination and secondary as well as primary uses.

Respectfully submitted on behalf of
N.A.E.B. President F. E. Schooley and
the N.A.E.B. Board of Directors,



Harry J. Skornia
Executive Director

HJS:cr

Enclosures: Proposed Budget

Report of First Allerton Seminar

PROPOSED BUDGET

Food and lodging, 25 Fellows, 10 days @ \$8.50 a day	\$ 2,125.00.
Travel (including meals en route), 25 Fellows, average 1200 miles round-trip @ \$.08 per mile	2,400.00
Consultants and resource personnel, including honorarium and expenses	2,500.00
Reporting, editing, publication and distribution of proceedings	1,800.00
Management expenses (costs of planning, travel expenses for committee planning seminar and selecting Fellows, general administration of Seminar, etc.)	500.00
Contingencies	500.00
Total	\$ 9,825.00

This grant would be handled as a separate project with separate accounting. Any unexpended balance from this one-time grant will be returned to the Foundation upon its conclusion.

CONFIDENTIAL

C O P Y

C O P Y

W. K. Kellogg Foundation
Battle Creek, Michigan

February 23, 1956

Mr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Your request for continued support for the NAEB submitted in May, 1955 and the supplementary materials which you prepared for us have been carefully reviewed and studied.

We understand that you are seeking support from this Foundation in order:

1. To continue the Headquarter services to NAEB members -- active, associate and affiliate, and to non-members interested in and concerned about the use of radio and television in education.
2. To continue the publication of the NAEB Newsletter and other related publications that will serve educational broadcasting.
3. To continue the work of committees from which will come other contributions to better educational radio and television broadcasting.
4. To aid in the upgrading of programs and the uplifting of staff personnel levels by seminars, workshops, and meetings of NAEB regions and committees.
5. To foster, encourage (and where financially feasible, sponsor) research in educational broadcasting to the end that the results will bring better broadcasting and better education.
6. To so conduct the affairs of the NAEB that its stature and leadership shall continue to grow, in importance, quality and respect, enabling this association to continue its contributions to education in our society.

We further understand that you desire to begin your new program on July 1, 1956, and that your first fiscal year will extend from July 1, 1956 to June 30, 1957.

If the terms listed below are acceptable to your Association and to the University of Illinois, this Foundation will make available to the University of Illinois as the fiscal agent of the NAEB \$141,000 as a three-year commitment for the conduct of this proposed program:

February 23, 1956

1. The funds for this project shall be deposited in a special account and at the close of each fiscal year an official financial statement signed by the University's chief disbursing officer will be submitted to the Foundation in respect to disbursements made.
2. Subsequent payments under this commitment will be contingent upon evidence of satisfactory progress in the program and upon receipt and approval by the Foundation of the projected plans and budget for the next fiscal year.
3. At the close of each fiscal year a written report will be submitted to the Foundation concerning the activities and the developments that have occurred.
4. Any unexpended balance existing at the close of a fiscal year will be deducted from the payment for the next fiscal year.
5. If at the end of the commitment there remains any unexpended funds, or if the program is terminated at any other time, any unexpended cash balance is to be returned to the Foundation.
6. Any anticipated changes in the itemized budget submitted should be made in writing and submitted to the Foundation for approval prior to expenditure.
7. Any salary increases or contributions to retirement plans above those planned in the budget which is submitted with this agreement are to be provided by the Association unless approved in advance by the Foundation.
8. The Foundation would prefer that no publicity be given the commitment at the present stage. Only occasionally does the Foundation itself announce a commitment and then only when a transfer of funds has taken place. At the time the first payment is made to you, the transmittal letter will contain a statement explaining the Foundation's policy concerning publicity for its commitments.
9. At the close of the second fiscal year of this project a special report will be submitted to the Foundation containing the recommendations of the Association's special committee which has been organized for the purpose of studying ways and means for stable and permanent support of its operational program. The Association should not anticipate continued support of its operational budget by this Foundation after the expiration of the commitment.
10. In case of a national emergency the Foundation reserves the right to review the program and negotiate with the Association as to modification or termination of the program in view of the national situation.

Upon acceptance of these conditions by Mr. Frank Schooley, President of your Association and by Dr. David Henry, President of the University of Illinois, the Foundation will schedule for payment in July of 1956 \$47,000 as payment for the first fiscal year of the program. Please instruct us as to whom the check is to be made payable.

As we review your program for the past five years we are pleased to note the description of results obtained. We congratulate you and the officers of your Association

Mr. Harry J. Skornia
Page 3

February 23, 1956

upon the plans which you are making for your program during the next few years.
We are glad to cooperate with your Association and with the University of
Illinois.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

Copied NAEB Hq.
3/8/56 jy

14 Gregory Hall
Urbana, Illinois

April 23, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

There are a couple of things in the way of a report that I am happy to pass along to you.

The Board of Directors meeting in Columbus a week ago today authorized submission of a proposal to the 1956 Convention that it approve increase of membership dues effective January 1, 1957. This is another step forward.

The next item is more or less confidential although a lot of people know it. For some eighteen years or more there has been an Association for Education by Radio-Television. Present officers have indicated their interest in joining that membership to NAEB and bring about the dissolution of the old AERT. Personally, I think this will come to pass although we have many details to work out. This should not only strengthen NAEB but eliminate one more organization in the field. Both boards of directors have approved the general conditions.

Sincerely yours,

Frank E. Schooley
President

FES:cu

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

ROBERT G. VAN DUYN
ASSOCIATE DIRECTOR

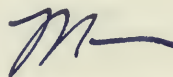
April 25, 1956 8 40 AM 1956

Mr. Frank E. Schooley, President
National Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Frank:

Thanks for these letters of April the 23rd. It is good
to hear from you and it is good to have the news which you
sent.

Sincerely and with best wishes,



Maurice F. Seay

MFS/fh

MAY 2 1956
April 30, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

Professor Frank E. Schooley, Director of Broadcasting at the University of Illinois, has sent me a copy of your letter of February 23 addressed to Dr. Harry J. Skornia indicating that the proposal of the University of Illinois in behalf of the National Association of Educational Broadcasters has been approved by the W. K. Kellogg Foundation, and that the Foundation will make available \$141,000 to this University for a three-year period for the program outlined in your letter.

On behalf of the Board of Trustees of the University, I am pleased to accept this grant. The terms presented in your letter to Dr. Skornia are acceptable and satisfactory to us, and I am bringing them to the attention of all University officials concerned.

We should like to make a formal report of the grant to the Board of Trustees of the University of Illinois for official record. However, since a report made to the Board becomes public information, we shall not do this until we have your permission. Will you advise us when we may do this?

The check for \$47,000 to cover the first year's activities should be made payable to the "University of Illinois," and sent to the Comptroller, University of Illinois, 354 Administration (W), Urbana.

Your favorable comments on the program during the past five years are greatly appreciated. For the Trustees and other University officials I wish to express our deep appreciation to the Kellogg Foundation for its generous and effective support of this program.

Sincerely yours,

David D. Henry
President

c. Professor F. E. Schooley
Dr. Harry J. Skornia
Comptroller H. O. Farber
Mr. C. C. DeLong

ANNUAL REPORT
(JULY 1, 1955-JUNE 30, 1956)
TO THE

W. K. KELLOGG FOUNDATION

FROM THE

NATIONAL ASSOCIATION

OF

EDUCATIONAL BROADCASTERS

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* Distributed earlier

Annual Report (1955-56) to the
W. K. Kellogg Foundation
from the
National Association of Educational Broadcasters

General:

As we look back over the past five years of accomplishment, as made possible by grants from the W. K. Kellogg Foundation, we feel a certain pride. It is our hope in this fifth year report of our relationship to convey some of our enthusiasm regarding the developments during this period so Foundation officials may share our pride and pleasure.

Organizational Relations:

As the year began, the Boards of the various organizations concerned with educational broadcasting were meeting to assess needs and resources, (the latter in terms of both funds and organizations needed to carry out necessary activities).

From these discussions resulted a new definition of functions and several organizational changes. The National Citizens Committee for Educational Television, as a staff organization, was dissolved. A one-year grant was made to the Educational Television and Radio Center to carry on those of the NCCET's national promotional activities generally on behalf of educational television and educational broadcasting which the various groups found still essential. As a committee of voluntary educational and civic leaders, the NCCET is now advisory to the other groups active in the field.

The Educational Television and Radio Center received an additional grant for both television and radio program development and TV network operation. Television program contracts and distribution are handled by the Center directly. Radio program grants are administered only on recommendations from the NAEB, whose Network is the sole distribution mechanism for educational radio. Some \$40,000.00 per year in funds secured by the Center and made available for program grants-in-aid, is regularly distributed to NAEB Radio member stations for the production of outstanding radio series. Several special grants, amounting to some \$36,000.00 are now pending. Grants to NAEB member television stations for the production of series for National Educational Television, both educational and (on a secondary basis) commercial stations (as is also increasingly the case in radio), have so far totaled over \$1,000,000.00. These grants have been of great assistance to member stations in the development of increasingly higher standards and staffs, supplementing the Research and Staff--training programs of the NAEB mentioned later in this report.

The third organization active in the national educational television movement, the Joint Committee on Educational Television, has been changed to the Joint Council on Educational Television. Its base has been broadened by the addition of other organizational groups such as the PTA. Its functions have been limited

to representations in Washington to preserve frequencies for education. The council continues its liaison function with constituent members (of which the NAEB, its original parent, is one, being represented on the JCET Board by President Schooley). At the same time its functions have been expanded to insure inclusion of radio as well as television in its orbit of interest where it provides Washington support to the NAEB and the ETRC.

The Television Committee of the American Council on Education, the fourth of the agencies earlier mentioned, remains essentially as it was --- an ACE Committee seeking to promote increased usage of and solid educational standards for educational television through ACE member channels. In this capacity it issues an ETV Newsletter periodically for ACE members, and sponsors occasional conferences of administrative educators on problems concerned with the development of television as a teaching tool. The President of the Council is an extremely active and articulate supporter of educational broadcasting.

The fifth group, the Association for Education by Radio and Television, has petitioned the NAEB for a merger of organizations. Subject to the working out of a few further details it appears that qualified AERT members will be taken into the NAEB as individual members, increasing the professional association responsibilities of the NAEB, and providing a large pool of school utilization resources. An additional NAEB Board member will be added, to represent this type of member. Steps have already been taken for the NAEB to take over publication of the AERT Journal, with a gradual change of name to correspond to its position as an NAEB national magazine publication. The next issues of this magazine will be published in Urbana-Champaign, as the first steps in this merger. This will simplify the complexity of organizations recently active in the area of educational broadcasting.

Out of this re-organization of agencies, the NAEB has emerged as the unified and sole membership association of institutions, stations, and individuals active in education via radio and television. It has considerably clarified both the situation extant at the time of our last annual report (and even at the time of our request) and the increasingly important role of the NAEB in the nation, as will be more fully explained below.

In addition to relations with the above organizations, and the total educational broadcasting movement, the representation of the NAEB in other organizations and activities has greatly increased during the past year, in the U. S. and international circles.

In the national education movement requests for NAEB representation have been particularly great. In an effort to insure adequate liaison with other educational associations as well as commercial broadcasters, the NAEB Organizational Liaison Committee has this year been expanded again and two meetings of this committee have taken place. Most recent additions include the National Association of Radio and Television Broadcasters, the American Council for Better Broadcasts, the National Association for Better Radio and Television, and the Association for Professional Broadcasting Education, a group devoted to increasing standards for college courses in radio and television.

Various national conferences and conventions have called upon NAEB officers and staff members during the past year.

President Schooley, besides serving as Chairman of the NAEB Advisory Committee to the President of the Educational Television and Radio Center, a member of the Fulbright Advisory Committee for broadcasting, and a member of the JCET Board, is serving as a consultant to another foundation in educational radio and television. He has represented the NAEB at ACE, JCET, Music Educators, and numerous other conferences. Last April he was the recipient of a special award for distinguished service and leadership in educational broadcasting given by the Institute for Education by Radio and Television. He also addressed the last annual convention of the National Association of Radio and Television Broadcasters, and is active in various other organizations such as the Association for Education in Journalism.

The Executive Director, too, has been increasingly called upon for contributions to the Conferences and publications of numerous organizations. Principal examples are the U. S. Office of Education's Conference on Elementary Education, ACE Constituent Member Conference and Workshops, and conferences and publications of the American Association of School Administrators (AASA), the Department of Audio-Visual Instruction (DAVI) of the NEA, the American College Public Relations Association (ACPRA), the Institute for Education by Radio-TV, the American Council for Better Broadcasts, the Speech Association of America, the Modern Language Association of America, the Adult Education Association (AEA), and the Council of National Organizations (CNO). He has been a member of the AEA Delegate Assembly (the legislative body of the AEA) and is at present a member of its Field Development Committee. He is a member of the CNO Broadcasting Committee, and a nominee on the single slate to be presented for election to the CNO Executive Committee. Other memberships held by him, some in behalf of the NAEB, include the Association for Education in Journalism, the Association for Education by Radio and Television, the Fulbright Advisory Committee in broadcasting, the American Academy of Political and Social Science, the National Academy of Economics and Political Science, and the Speech Association of America; also with Dr. Burton Paulu, he has represented the NAEB at recent U. S. National Commission for UNESCO conferences.

The NAEB'S Associate Director, besides the outstanding record in local and state civic, club and educational activities which he has established, all of which reflect credit on the NAEB, is increasingly serving as liaison with other organizations. He has represented the NAEB at Cooperative League of America and CNO Editors Conferences, devoted to upgrading national organizational publications. He also has served as consultant to the NPAC as needed. For instance, he was a member of the planning committee and served as assistant manager of the NPAC Agricultural TV Clinic. Other representations on behalf of the NAEB have included meetings of the Audio-Visual Commission on Public Education, the CNO TV Workshop, Film Council of America meetings, and the Chicago Area Educational TV Conference.

Mr. Cecil Bidlack, NAEB TV Engineer, though not supported by Kellogg Funds, is also upholding the record of NAEB representation in the technical area. He is a Senior Member of the Institute of Radio Engineers, a Member of the Professional Group on Broadcast Transmissions, an Active Member of the Society of Motion Picture and Television Engineers, and a Member of the Audio Engineering

Society, before which he presented a paper on Mass Duplication of Radio Broadcast Tapes in October of 1955, using NAEB experiences with our Kellogg financed duplicators for his presentation.

Such participation does undoubtedly indicate considerable personal development on the part of the individuals concerned. However, we like to believe that it is even more the growing interest in and awareness of the role which the broadcast media can play in the educational activities and needs of the nation that is causing distinguished educators and their associations to find our participation useful.

A part of this interest is reflected in the extent to which our contributions are beginning to appear in print, in proceedings of the ACE and its various Conferences; in Journalism Quarterly, the ACPRA Quarterly and other such publications, as well as in such foreign publications as the German Rundfunk und Fernsehen, the Journal of Radio Italy, the European Broadcasting Union Bulletin (Geneva), the World Radio Handbook (Denmark) and others.

Additional recognition has come in the election this year of the NAEB's International Relations Committee Chairman as President of the twenty-nation Prix Italia international program awards organization, the annual invitation for the NAEB to provide jurors for the distinguished international awards of this group, and approval of the NAEB as a member of the International University of the Air and the European Broadcasting Union. The Executive Director was unable to accept an invitation to attend a UNESCO conference in Paris on international program exchanges, but we were fortunate enough to be represented by our Fulbright scholar to Paris, who was more easily available. He is now a member of a UNESCO Coordinating Committee on program exchanges, the other nations represented being Britain, France, the Soviet Union, and Hungary.

As the year ended, the NAEB had been invited to become a member of the U. S. National Commission for UNESCO, at various conferences of which the NAEB has been represented by its Executive Director and Board members.

Research:

Mention was made in last year's report of the use of Kellogg grant funds allocated for Research for the establishment of an international TV Research Fact Sheet Service, providing current digests and analysis of direct instructional uses of television; where available, radio digests are also included.

Although receipts do not fully cover costs, we have this year placed this service on a subscription or charge basis, as we are increasingly trying to do with most of our materials. (As reported elsewhere, success in this attempt is considerably hampered by the fact that materials from the JCET, the Center and other groups are generally distributed free of charge). As a result of this step, distribution has been considerably reduced; but we feel that this material is still reaching the key individuals who need such data.

At a recent joint UNESCO-NEA Research meeting and workshop at which the Executive Director appeared, representatives of some twenty countries found this service uniquely useful. Consequently we have a considerable international mailing list for these, in addition to our subscription and TV member station distribution. In exchange, results of experiments in other countries are now forwarded to us as a matter of course, making this service more complete.

Unfortunately the staff and funds for carrying out such a growing service, are not presently available. In view of the great need, research clearing-house functions in the program area are beginning to be developed and shared increasingly by the Center. Present plans, however, do not call for any reduction in our Fact Sheet Service.

One of the largest projects undertaken in the area of TV for direct teaching during the past year was worked out cooperatively with the Institute of Communications Research at the University of Illinois. The results now being received in answer to questionnaires sent to all school administrators and radio-TV installations, are being tabulated, as this is written, and will be published and distributed within the next few months. With this project as the spear-head, it is our hope that hereafter a central card-file of all research projects in educational uses of radio and TV may be maintained here on a current basis as a source for other scholars and groups needing them for legitimate educational studies. Although all research-related activities are coordinated by the NAEB Research Committee, much of the implementation involved must of course be carried out by the NAEB staff.

As the year ended, plans were drawn for use of Kellogg grant funds earmarked for Research for a modest program of grants-in-aid to assist and stimulate research in both radio and television at member institutions in the nation. A copy of the announcement of this project will be forwarded to the Foundation as soon as it is finalized and printed for distribution.

Finally, although they may not be precisely research in its true sense, the activities of various other NAEB Committees have resulted in tabulations of questionnaires in operational problems and areas such as practices regarding the reimbursement of faculty and staff for broadcast courses and appearances, etc., as listed in our Appendix Section under Publications. These materials, though not widely distributed, are found to meet critical needs at frequently critical times, when member or prospective member institutions call for them. Various reports to us indicate that such objective materials as these and our Fact Sheets have been responsible for swaying decisions many times in favor of greater use of radio and television on behalf of American education generally, and in many instances for securing the activation of both radio and television frequencies

International Relations:

In addition to the international contacts and activities referred to in the Organizational Relations section above, NAEB international relations have grown also through increasing exchanges of broadcast programs, publications, and

personnel. Approximately fifteen NAEB member institutions have served as hosts to students from abroad who are studying educational broadcasting and school-of-the-air techniques. Approximately the same number have student or staff members abroad, many of whom have furnished, or are furnishing, materials to the NAEB Network. The NAEB is often called upon as advisor in the planning and implementing of study tours for educational broadcasters on requests from the numerous independent and governmental agencies administering such exchanges; the work involved is shared between the International Relations Committee and the Headquarters staff. The selection role of the President, Executive Director and other NAEB members in their Advisory Committee relationship to the Fulbright project has already been mentioned, to suggest the growing responsibility and activity of the NAEB in this important area.

One of the finest recognitions to come to the NAEB from abroad was the winning, for the U. S., of the Prix Italia First Award for original radio musical composition. The winning entry was Henry Brant's Oratorio for Radio, entitled "December." This composition has now been presented by the radio systems of most of the Western World, bringing new prestige to the U. S. generally. It is significant that this entry was from educational radio and the NAEB.

(Although not solely in the area of international relations programs, it is also encouraging to report that of the awards given entries in the Annual Exhibition held at the Institute for Education by Radio and Television, NAEB member stations won 11 of the 37 first awards in TV, and 21 of the 59 first awards in radio. Both were in competition with the national networks and commercial stations of the U. S. and Canada.)

Member Services:

One problem which has arisen during the past few years is that of attempting to achieve more self-support for the NAEB Headquarters operation. As has been discovered in the operation of the network, increasing charges have so far always resulted in some additional drop-outs, illustrating a fairly defined balance calling for great caution. As mentioned above, this situation is related to the willingness and readiness of groups with adequate funds to provide many services free of charge, to move into the area of providing services for which we attempt to charge. This situation has been further complicated by the fact that, as the sole Association providing certain resources and being the channel for others, it has not been thought desirable or in the best interests of education generally to refuse materials, services and advice to non-members, although we attempt to recover as large a proportion of costs as possible from both members and non-members. It is our belief that the very gradual approach we are using will, in the long run, best serve the education movement without retarding too completely the development of a service and materials charge base for the financing of the Association.

This problem is receiving the attention of the Association, however. A dues revision proposal, moving in this direction, is to be presented to our next Annual Convention in Atlanta, October 16-18. It is also the subject of the study which will be reported on by the Special Committee, whose report and recommendations on this specific problem will be presented to the Foundation in accordance with the terms of the current three-year grant.

Within the area of services provided to members, the NAEB serves a three-fold function: it is the "trade" association of station owners and operators; it is the "professional" association of individuals, engaged in educational broadcasting, a role now being expanded in view of the organizational merger described above; and it is also the "mutual", i.e. member-owned and financed network, for radio.

In its first role it provides legal, research, engineering, management and operational consultation services and materials, and operates the nation's central employment office for educational radio and television. In this capacity it also organizes and conducts Seminars, Regional Meetings, and Committee activities as listed in appendices of this report.

As the Professional Association it maintains close liaison with other membership-based professional associations, to many of which it provides consultation services similar to those provided to the NPAC, when such organizations desire assistance in radio or TV problems. In this capacity the NAEB also conducts scholarship programs, workshops and other activities intended to raise the quality as educators of educational station personnel and NAEB membership generally.

Finally, as the nation's only educational radio network, the NAEB provides members, and other stations and organizations when possible, with both classroom-integrated and adult education features which would not otherwise be available.

In cooperation with the Educational Television and Radio Center, whose primary outlets are NAEB stations, it provides assistance in the operation of the nation's educational television network in the same type of programs.

In all three of these areas, the need for services is increasing. It is our belief that, as a result of those services which we are already able to provide, the health of education generally, as well as that of educational broadcasting, is improving. Eventually this greater vigor will be reflected in increased budgets and memberships, and a greater ability on the part of the members to support their own association adequately with a decreasing amount of outside support. Unfortunately this process can not be too accelerated, for reasons mentioned above.

Committee Activities:

One of the long-term strengths of the NAEB, as compared to other organizations operated more entirely as staff groups, is the amount of work done each year by its officers, board and committee members, all of whom serve without reimbursement.

The visible output of NAEB Committees is very great, to say nothing of the thousands of man-hours consumed in association planning, in planning and screening programs, applicants for seminars, workshops, scholarships, and other association activities.

A brief highlighting of committee activities of the past year appears in the appendices to this report, with publications listed under the Publications heading there.

Regional Meetings:

Using funds regularly budgeted from the W. K. Kellogg Foundation grant to assist in the financial arrangements, four out of the six Regions of the NAEB held regional conferences during the past year.

These conferences, called and presided over by the appropriate Regional Directors, are unanimously considered to be among the most useful activities of the NAEB. They provide an opportunity for discussion in depth of common problems, and an opportunity for members to get acquainted with the NAEB national and regional officers and staff personnel, in a manner no longer possible at our Annual Convention, and not possible by mail.

The conferences of Regions I and IV were attended by the Executive Director, those of Regions V and VI by the NAEB President. In view of the necessity to hold two of these conferences relatively late in the year, not all expense vouchers have been received and processed in time for the present year's fiscal report. These will be carried over and will appear in the next report submitted.

On the basis of enthusiastic letters still being received, and new applications for membership resulting from these meetings, it is apparent that this aspect of NAEB member service will need to be maintained. Our W. K. Kellogg Foundation grant provides for two such Regional meetings next year, in Regions II and III, completing this second round of Regional Meetings held.

The NAEB Radio Network:

Much of the work of the Network remains routine from year to year. Yet each year also brings new developments, important changes having marked effects on the operation of the Network, its relations with its member stations and its contribution to noncommercial educational broadcasting. It is our purpose here to report both the routine and the new activities of the Network during the past year.

The membership of the Network has been holding steady for the last two years. Currently we have 74 stations with the possibility of others joining in the near future. It goes without saying that we hope for more members with the goal of someday having all noncommercial educational radio stations as members of the NAEB Radio Network. At the present time we are working out some promotional material to interest non-members.

At the present time the Network staff consists of six (6) full-time persons: Manager, Assistant Manager for Production, Assistant Manager for Traffic, Engineer, and two (2) Duplicator Operators. Our Assistant Manager for Production will be leaving shortly, and his present duties will then be divided between the Engineer and one of the Duplicator Operators. Also, this fall will see the return of a part-time student worker who will assist the Production Department.

The addition of an Engineer to our staff, within our salary scale, is of major importance. Our equipment had not been performing in a satisfactory manner, and it was felt that an engineer on constant duty would anticipate many of the difficulties and remedy them. This arrangement has worked out very well, and the quality of our tapes has risen as a result. It must be emphasized that everything possible is being done to maintain technical quality in our tapes. On the advice of the NAEB Engineering Committee and other qualified parties, we reversed our dubbing procedure and eliminated much of the distortion once present. Future changes of this nature are under consideration.

Of great significance in bringing about the ultimate solution of the Network's technical difficulties and at the same time promoting a better understanding of the Network's problems by station personnel was the Radio and Audio Engineering Seminar held from May 27 to June 1, 1956 at Monticello, Illinois, with funds from our current Kellogg grant. It was long felt that a meeting of engineers from member stations was necessary, as it would provide an effective means whereby those engineers could discuss their problems and exchange information with representatives of NAEB Headquarters and the Network.

From these discussions came concrete suggestions for improving the technical quality of Network programs. No doubt some of the suggestions will be incorporated by the Network in its operations, resulting in better quality. The Seminar also did much to improve relations between the stations, the Association, and the Network.

In place of the irregular offering times used in past years, it has been decided that the Network year will be divided into four quarters of thirteen (13) weeks each beginning with the first complete week of each calendar year, and that a separate offering will be made for each quarter. Also, to increase accuracy and efficiency, a number of clerical procedures have been changed, including the introduction of a visible card file system.

The quality of our programming remains high. In addition to the fine programs we receive from member stations, from their regular productions and through grants-in-aid our programs from foreign sources have increased in quality and quantity, through the continued efforts of the NAEB International Relations Committee. Presently, such foreign sources as the Canadian Broadcasting Corporation, French Broadcasting System, Radio Italiana, Swedish Broadcasting System, Radio Austria and the Japanese Broadcasting System are represented in Network offerings. Looking into the future the fall of this year will bring our first

offering of high fidelity recordings for the exclusive use of our members. The fall season will also bring our members the premier recording of Arthur Honegger's cantata, KING DAVID, plus twenty-nine other series of varied educational, cultural, informational programming.

In the past year the Network has increased its output by over two thousand (2000) hours (see Appendix). During the year 7/1/55 - 6/30/56 the total air time of Network programs (regular and in-school) broadcast over member stations was (in hours and minutes) 17,422:40, a substantial increase over the figure for the year 7/1/54 - 6/30/55, which was 15,087:20. At the present time the Network can supply eight and one-half ($8\frac{1}{2}$) hours per week of quality programming to each member station.

The most sweeping changes having a bearing on Network operations was made by the NAEB Radio Network School Committee at a recent meeting in Urbana. This Committee, upon reviewing past efforts in this area, discarded old methods of selection, offering and distribution of in-school programs and substituted new systems designed to increase the number of programs to be offered and to offer them in such a way that the stations may select programs from various categories. Also, the Committee, upon the advice of the Network Manager, discarded past methods of handling distribution of in-school programs and substituted a method whereby the Network can ship more programs in less time, can keep accurate records of shipments and can get programs to the stations when they want them for proper review prior to broadcast.

From the above evidence it may be concluded that the Network is constantly improving. Naturally, no operation is perfect and there remains much to be done to improve many areas of our work. At the present time the Network staff is hard at work developing plans for increasing our efficiency, our output in quality and quantity, and our membership.

Conclusion:

Although each year brings new problems which tax the resources of the staff and the Association, we believe the past year has been one of unusual accomplishment. It has seen a growing number of distinguished educators of the order of Arthur Compton, John White and other former college presidents, vice-presidents and deans joining our ranks as station directors and members of educational radio and television agency staffs. As the year closes we feel that the frequencies reserved for education in the FM and TV bands are now being used adequately to insure their continued preservation.

This feeling is strengthened by the replies received from members of the House, the Senate, and the members of the Federal Communications Commission, to whom we sent copies of resolutions of the Association on behalf of such preservation. It is also strengthened by the number of closed-circuit and school uses of TV, a new interest in low-power stations, and the growing support of Associations of Administrators, Teachers and Colleges and Universities generally, many of which find that these tools offer promise of relief in the days of crowded enrollments and facilities which loom ahead.

The agencies now engaged in the field are better coordinated than ever before, with joint efforts becoming the rule. Acceptance of educational broadcasting as a tool of education which commands respect, has increased greatly. The number of stations and institutions joining in the common effort is rising steadily.

We believe the state of health of the NAEB and of educational broadcasting in America is good. Both have far to go. But we owe thanks in large measure to the grants of the W. K. Kellogg Foundation, which have helped education to help itself in this area, and have provided the NAEB with a staff, office and funds without which it could never have secured and administered the funds and support of many other organizations as well. Both the NAEB and educational broadcasting are approaching the development we visualized for them at the time of our first request to the Kellogg Foundation, prior to the first grant, made May 23, 1951.

Our sincere thanks are hereby registered to the Foundation whose generosity, faith and tolerant understanding have made this progress a reality.

H. J. Skornia
H. J. Skornia
July 24, 1956

HJS:dfc

APPENDIX A

NAEB NETWORK ASSESSMENT FEES

(On a fiscal basis, July 1 - June 30)

REGULAR ASSESSMENT FEES

Class A Station - 5 kw and over	\$800.00
Class B Station - 1 to 4.9 kw	\$500.00
Class C Station - Less than 1 kw	\$300.00

EXCEPTIONS

1. School owned and operated stations only may subscribe to a limited Network service consisting of all In-School programs, plus one hour a week from the regular Network service. For this service the fee is one-half the regular Network assessment fee.
2. Stations rejoining the Network pay what the next year's fee would have been had they remained in the Network, this sum never to be less than one-half of the maximum rate.
3. Stations newly joining the Network are not required to pay the full assessment fee until the third year, as follows:

	<u>1st Year</u>	<u>2nd Year</u>	<u>3rd Year & Thereafter</u>
Class A - 5 kw and over	\$400.00	\$600.00	\$800.00
Class B - 1 to 4.9 kw	250.00	375.00	500.00
Class C - Less than 1 kw	150.00	225.00	300.00

IN-SCHOOL ASSESSMENTS

Stations subscribing to the complete Network service may also receive In-School programs on one of the following bases:

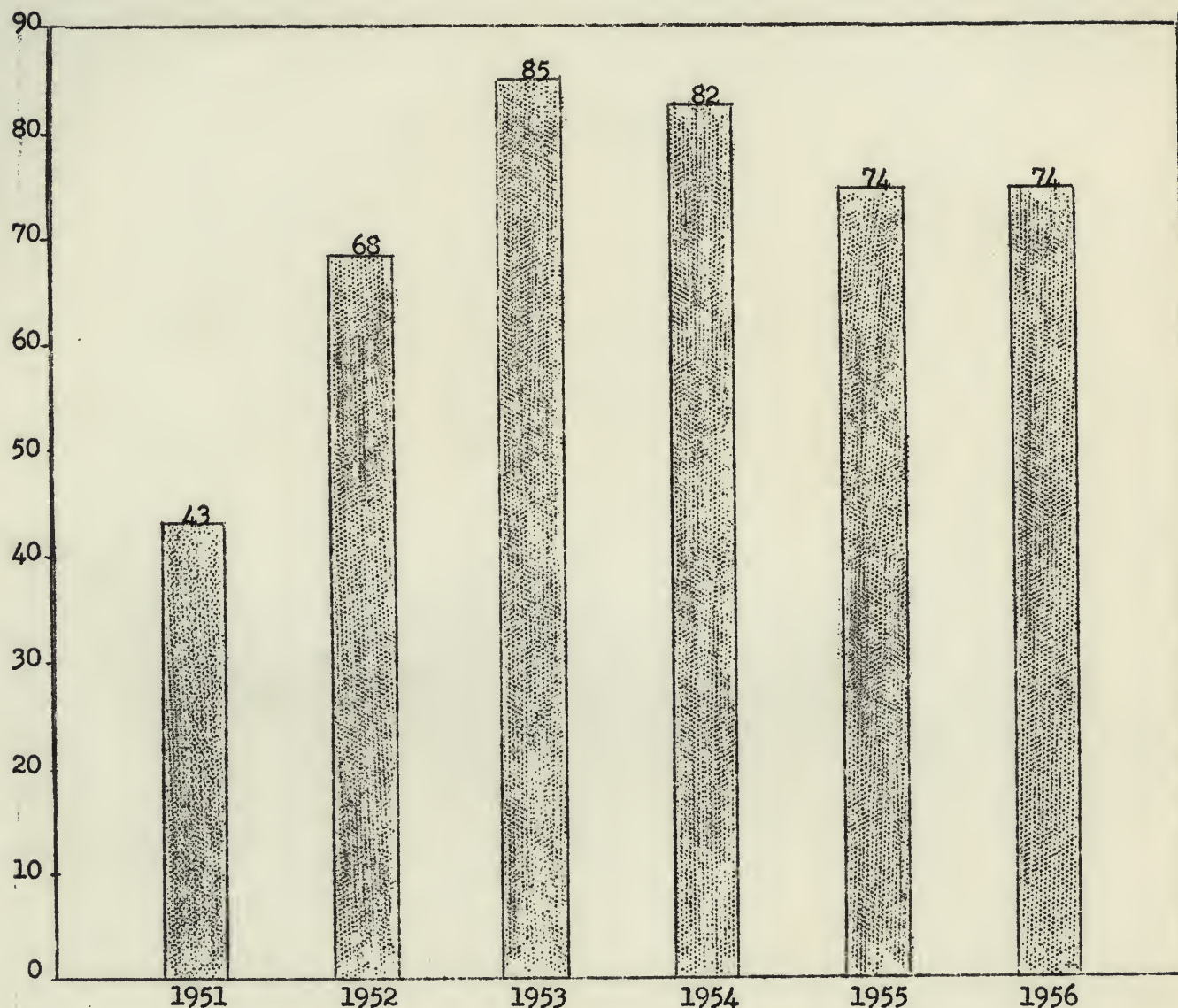
1. If the station is off the air during the summer months and does not use the regular Network programs for that period, the In-School programs may be taken in lieu of the regular programs for that quarter at no additional cost to the station.
2. If the station uses the regular Network programs for the entire year, the In-School programs taken must be paid for, additionally, on one of the two following bases:
 - a. One-quarter of the station's regular Network assessment fee,
or
 - b. \$2.00 per reel, whichever is less.

POSTAGE

In addition to the regular assessment fee, Network subscribers are required to pay postage, both ways, on tapes received and sent to the Network. Stations are billed quarterly for postage on tapes shipped to the stations, based on a record of actual postage expended.

APPENDIX B

NAEB NETWORK MEMBERSHIP 1951-1956



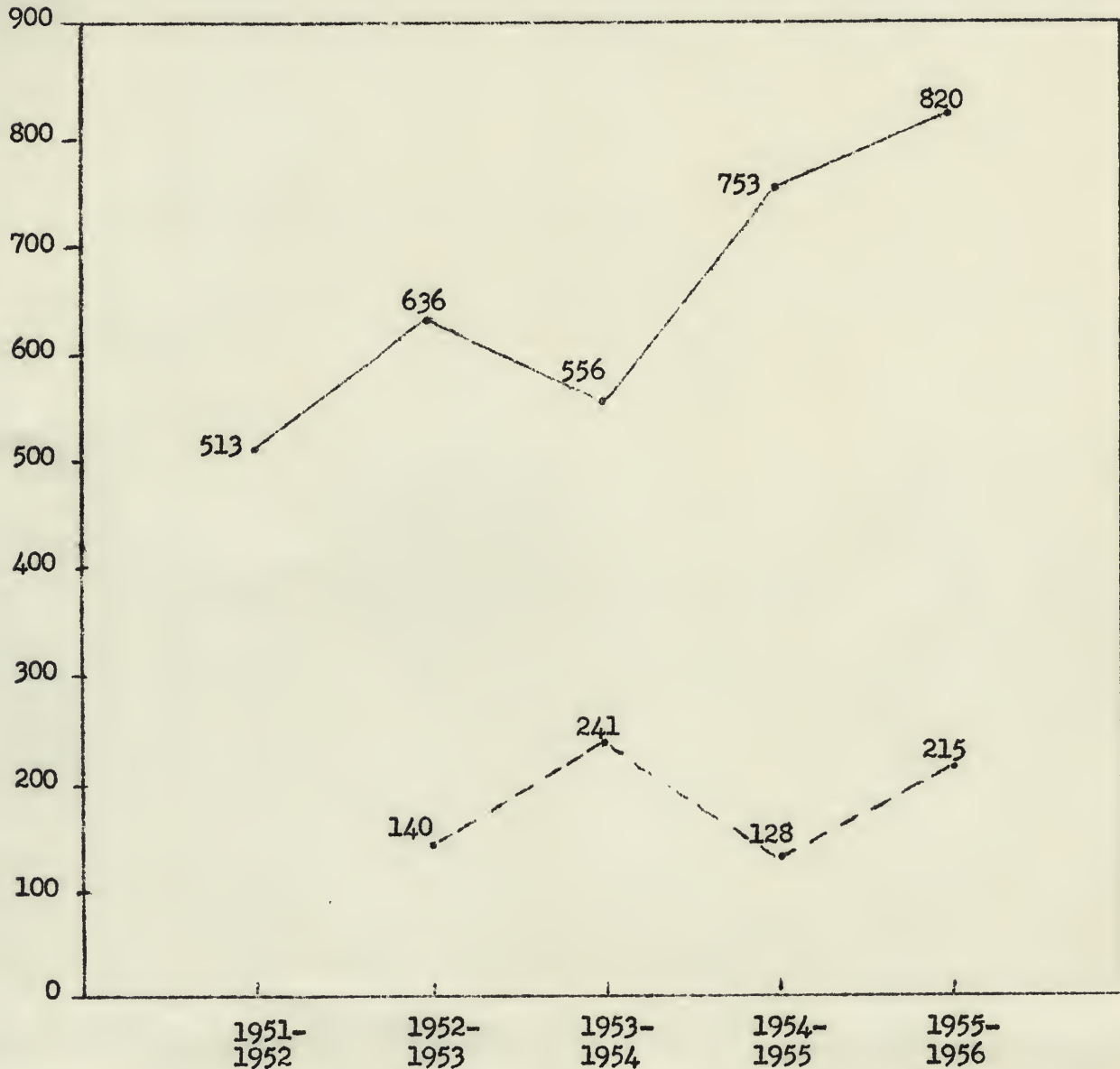
Figures are for July 1 of each year.

The small decline in Network membership in recent years has been due to the gradual increase in Network assessment fees as the Network has become self-supporting. Many smaller stations operate on such a small budget that even the modest assessment fee is prohibitive. However, it is encouraging to note that during the year several stations that earlier had to drop out of the Network due to increasing fees have later been able to rejoin, after an internal budgetary adjustment.

APPENDIX C

ANALYSIS OF PROGRAMMING MADE AVAILABLE BY NAEB RADIO NETWORK

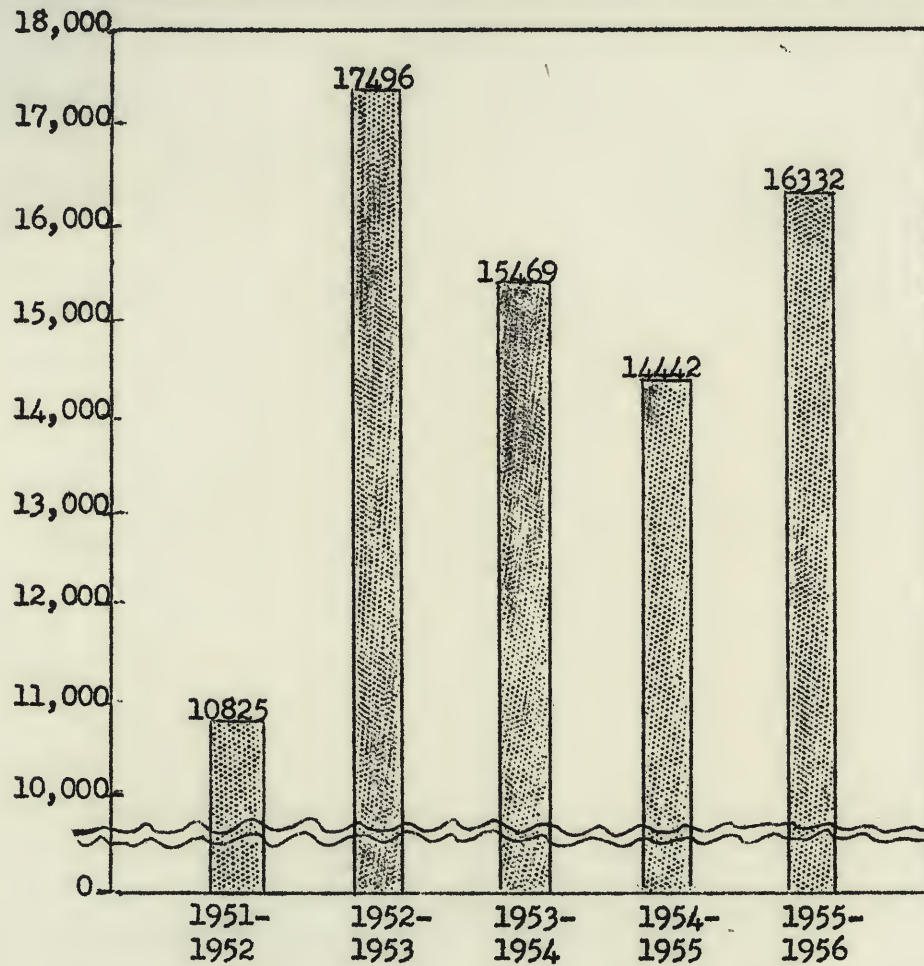
Number of Programs Offered Yearly



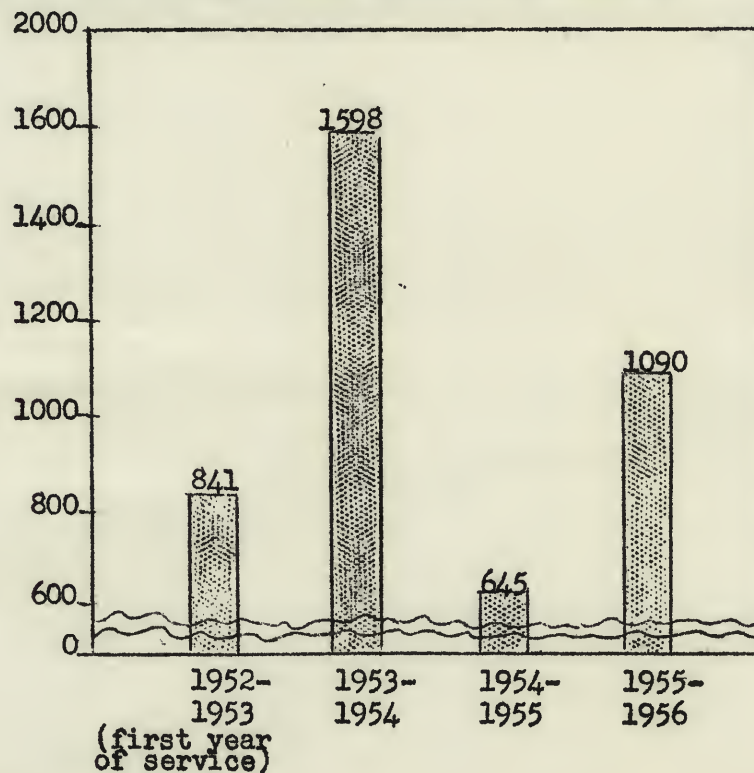
Code:

Regular Programs _____
In-School Programs - - - - -

HOURS OF AIR TIME OF REGULAR PROGRAMS DISTRIBUTED BY THE NAEB RADIO NETWORK



HOURS OF AIR TIME OF IN-SCHOOL PROGRAMS DISTRIBUTED



APPENDIX E

ANALYSIS OF NAEB MEMBERSHIP

Summary of Membership as of July 1, 1956:

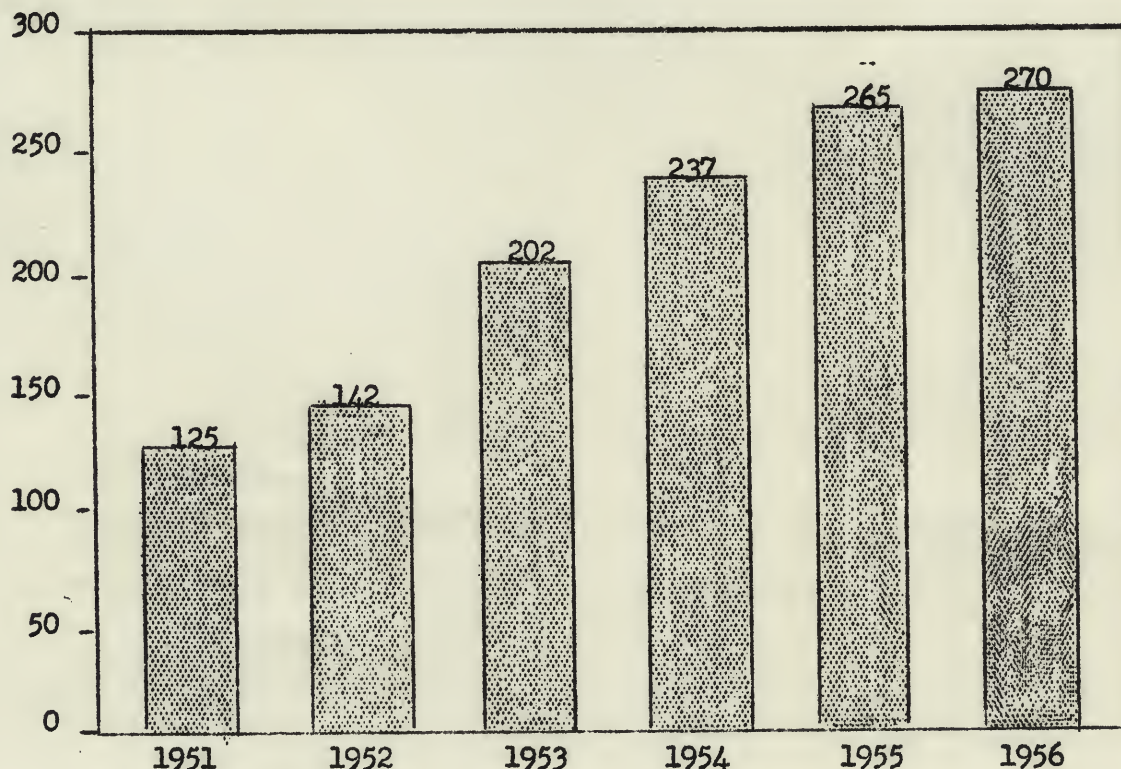
Active Members	115
Associate Members	79
Affiliate Members	73
Honorary Members	<u>3</u>
Total	270

Analysis of Facilities Operated by NAEB Members (Includes CP's):

Radio - AM Only	12
Radio - FM Only	77
Radio - AM & FM	7
TV Only	10
TV, AM & FM	4
TV & FM	<u>5</u>
Total Active Membership	115

NOTE: Due to operation of more than one station (radio and/or TV) these 115 members operate 145 stations (or have CP's).

Growth of NAEB Membership since July, 1951:



Membership figures are as of July 1 of each year indicated.

APPENDIX F

COMMITTEE MEETINGS, REGIONAL MEETINGS, SEMINARS, BOARD MEETINGS, AND CONVENTIONS
HELD DURING 1955-56

Committee Meetings

Grants-in-Aid Committee - Chicago - August 10, 1955
1955 Convention Committee - Chicago - September 15, 1955; Chicago - October 13, 1955
Radio Network School Committee - Chicago - September 26-27, 1955; Chicago -
October 26, 1955; Columbus - April 18, 1956; Urbana - May 31 - June 1, 1956
Public Relations Policy Committee - Chicago - October 25, 1955
Organizational Liaison Committee - Chicago - October 26, 1955; Columbus -
April 18, 1956
Radio Network Program Planning Sub-Committee - Chicago - December 3, 1955
Engineering Committee - Chicago - January 7, 1956; Chicago - April 15-16, 1956
Professional Advancement Committee - Urbana - January 27-29, 1956
TV Development Committee - Urbana - March 10, 1956
Research Committee - Columbus - April 17, 1956

Regional Meetings

Region I - Syracuse University Extension Center, Sagamore Lake, N. Y. - May 4-5,
1956
Region IV - Minneapolis - June 21-22, 1956
Region V - Denver - June 13-15, 1956
Region VI - San Francisco - June 15-16, 1956

Seminars

Radio and Audio Engineering Seminar - Allerton Park (University of Illinois),
Monticello, Illinois - May 27 - June 1, 1956

Board of Directors Meetings

Chicago - October 24-25, 1956
Columbus - April 16-17, 1956

NAEB Convention

Chicago - October 26-29, 1956

APPENDIX G

PUBLICATIONS

Major Reports, Surveys, Directories, etc.

Report of the Third NAEB TV Production Workshop
Report of the Second NAEB TV Engineering Workshop
Educational TV Fact Sheet Service (Skornia et al)
NAEB Membership Directory (revised)
Report of NAEB Region I Meeting
Report of ETV Station Management Seminar
AM-FM-TV EQUIPMENT (Engineering Committee Report #7) - Carl Menzer
STUDENT AND STAFF TRAINING IN EDUCATIONAL TELEVISION STATIONS (TV Development Committee Report #1) - Arthur Weld
COMPENSATION OF FACULTY FOR APPEARANCES ON EDUCATIONAL TELEVISION PROGRAMS (TV Development Committee Report #2) - Jack McBride
SURVEY ON COURSES OFFERED IN RADIO AND TELEVISION - Robert Underwood
TELECOURSE SURVEY - Robert Underwood
USE OF UNIVERSITY PRODUCED PROGRAMS BY COMMERCIAL STATIONS (Research Committee Report)

Minor Brochures, Pamphlets, etc.

Announcement of 1956-57 Educational Television Scholarships
Announcement of Radio and Audio Engineering Seminar
Prix Italia Announcement
Radio Program Reports (8) - Issued periodically as Newsletter supplement
TV Program Reports (5) - Issued periodically as Newsletter supplement

12 (monthly) issues of the NAEB Newsletter
4 (quarterly) issues of the Engineering Newsletter

Publications in Process (to be forwarded when available)

Report of the Radio and Audio Engineering Seminar
EDUCATIONAL CHILDREN'S TELEVISION - William Dochterman

APPENDIX H

AFFILIATED ACTIVITIES

The following activities are not supported by funds from the W. K. Kellogg Foundation, but they are possible only because Kellogg funds have provided for the establishment of a National Headquarters, without which it would be impossible to carry out the activities listed below, regardless of the availability of funds:

- TV Engineering Service
- Educational TV and Radio Placement Service
- Management Relations Consultant Service
- Legal Counsel and Services (Supported by Association dues)
- TV Consultation Service
- Annual Educational TV Production Workshops
- Annual Educational TV Engineering Workshops
- Annual Educational TV Scholarship Programs
- Annual Grants-in-Aid (for production of radio programs)

APPENDIX I

REPORTS OF NAEB COMMITTEES

On the following pages are reproduced the reports made by the various NAEB committees to the NAEB membership at the last annual convention of the Association held in Chicago, October 26-29, 1955.

FES: I drew this up to show that (in case Kellogg asks) any balance we might have left at the end of the year is not a result of "under-expend~~ing~~" Kellogg grant funds, but rather a result of our increasing ability to derive income from other sources - which is something Kellogg has been wanting us to do. I have also a more specific break-down (within the various accounts) for our own information, in case you'd like to see it some time.

hwh
6/22/56

Two-Year Analysis of Kellogg Grant

	Total Budgeted 2 years	Total Exp. 7/1/54- 5/31/56	Currently Outstanding Probable during monthing	Balance
Headquarters:				
Salaries & Wages	\$ 57,471.28	\$ 48,433.30	\$ 2,364.85	\$ 6,673.13
Seminars, Travel, Research	27,200.00	15,484.93	(1) 11,000.00	715.07
Supplies & Expenses	12,300.00	9,859.27	500.00	1,940.73
Administrative Charge	4,337.15	3,651.69	(2) 340.00	345.46
Contingencies	805.85	200.00	—	605.85
Totals	\$ 102,114.28	\$ 77,629.19	\$ 14,204.85	\$ 10,280.24

The anticipated balance of \$10,280.24 is not from the Kellogg grants however, but as a result of our building up a reserve from other income. In fact, as seen below, Headquarters actually expended more during the two-year period than was received from Kellogg.

	Hq. Budget	Rec'd from Kellogg	Difference
1954-55	\$ 52,371.28	(3) \$ 44,000.00	\$ 8,371.28
1955-56	49,743.00	42,743.00	7,000.00
Totals	\$102,114.28	\$ 86,743.00	\$15,371.28

Therefore, actual Headquarters budget was \$15,371.28 larger than Kellogg grants for the two-year period, and the Headquarters operation actually cost \$91,834.04, or \$5,091.04 more than Kellogg granted for said operation. (This of course is an estimate because we don't have final figures for June, but an accurate breakdown can be made in July and will definitely show that Kellogg has no claim to any balance remaining as of June 30, 1956.

(1) Audio Engineering Seminar	\$ 4,074.32	
Region I	380.19	(3 to come)
School Committee Meeting	494.91	
Region V	1,252.79	(covers 10 vouchers received)
Region VI	504.13	(covers 7 vouchers received)
Officer	975.00	(approx.-based partly on vouchers in hand and est. of those to come)
	\$ 7,681.34	

Doesn't include Region IV or the outstanding vouchers for I, V & VI - These are estimated at enough to bring the above total to approx. \$11,000.00

- (2) Approx. $\frac{1}{2}$ of these will be charges on June expenditures and will not be billed to us until after July 1.
- (3) Headquarters share of total grant of \$50,500. Other \$6,500 was final grant to Network.

Prepared by HEH, 6/22/56

jy

14 Gregory Hall
Urbana, Illinois

July 12, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

In the NAEB acceptance of the Kellogg grant for 1956-59, one stipulation says, it's #7, "Any salary increase or contributions to retirement plans above those planned in the budget which is submitted with this agreement are to be provided by the Association unless approved in advance by the Foundation."

I assume this refers to the totals and that the Foundation is not concerned with any item by item change, so long as NAEB stays within the budgeted total, or assumes any increase over the budgeted totals. Am I correct?

In June I attended Regional meetings in Denver and San Francisco because Skornia couldn't make them. At both meetings, without any suggestion on my part, a number of expressions of appreciation to the W. K. Kellogg Foundation were made by those attending. I'm happy to tell you of these events. Moreover, I believe you would have enjoyed seeing the real good, serious considerations given to educational broadcasting problems by those in attendance.

I imagine things are humming at the Foundation these days. How did the June meeting go? It would be good to have an opportunity to talk with you again one of these days.

Sincerely,

Frank E. Schooley
President

FES:cjf

COPY

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL
URBANA, ILLINOIS

Sent for the information of

Mr. Schooley

July 25, 1956

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

In Frank's absence on a trip east, which he is combining with a few days of deserved vacation with his family in Virginia, I hasten to acknowledge your letter to him of July 17, 1956.

First I should like to explain the basis of salary computations behind the figures submitted in our request. We first prepared tables in column form, indicating a progression of salaries over a five-year (later revised to a three-year) period. Since we are in effect the staff of our members, our Board makes sure that these figures are not out of line, for functions performed, with those paid by member institutions. And since we are administered through University of Illinois personnel channels, these salaries must also be in line with salaries paid here. As a result salaries are generally considerably more modest than those paid comparable people in the JCET, at the Center, and at other such organizations, particularly for the top positions.

The basis of computation, therefore, as shown in the table below, provides for an approximately 5% annual increase for the Executive and Associate Directors, and the usual University scale for stenographic and secretarial help. However, in view of the high rate of turnover of secretarial help in a campus location where most available personnel is student wives, we requested somewhat less than the tables show us requiring, since we felt that replacements generally would not be started at as high a figure as an incumbent would receive if she were to stay for the full period. We therefore felt safe in requesting somewhat less than the tabular (University-based) scale, with the thought that this turnover, on the basis of past experience, would save us this sum, and that we could absorb this annual deficit in some manner, if our predictions turn out to be wrong.

In essence, then, our request is slightly higher than will be expended for the first year; and it anticipates using carry-over or reserves accumulated from the first year for the third year's 5% increases. If there is any saving on personnel costs, beyond this reserve carry-over, which was designed to give us an average three-year budget, these funds will of course be returned.

We would hope that this procedure will be satisfactory to you and deserving of approval. If you feel that this approach, which resulted in a request for the same amount each year, should be modified to decrease the first year's grant and raise the third year's, still within the \$141,000.00 total, this carry-over reserve figure (\$778.58) could be subtracted from our first year's payment and added to our third year's payment. Our belief, however, had been that you might prefer the simpler procedure, here outlined, which would involve carry-over of this small reserve to accomplish the three-year salary base on which the request was computed. Here is the table showing the breakdown.

<u>Proposed Salary Scale - 1956-1959</u>				Approved in
	1956-57	1957-58	1958-59	Kellogg Grant
Exec. Dir.	\$10,800.00	\$11,400.00	\$12,000.00	\$11,730.00
Assoc. Dir.	8,400.00	8,800.00	9,200.00	9,000.00
Secretary	3,600.00	3,720.00	3,840.00	3,972.00
Steno.	2,700.00	2,820.00	2,940.00	2,784.00
Misc. Labor	1,000.00	1,000.00	1,000.00	1,000.00
Sub-Total	26,500.00	27,740.00	28,980.00	28,486.00
W.C. (1.5%)	397.50	416.10	434.70	427.29
Retirement *	2,073.92	2,247.96	2,275.61	2,141.16
	<u>\$28,971.42</u>	<u>\$30,404.06</u>	<u>\$31,690.31</u>	<u>(\$31,054.45)</u>

* At the time of the request this contribution was 7.79%. It has since been raised by the University Board of Trustees to 8.133%.

3 Year Total - \$91,065.79

Yearly Average - \$30,355.26

Annual Request - \$29,750.00

Yearly Average Excess of scheduled salaries over Kellogg Grant - \$605.26

Unfortunately the departure of graduating students has left us with a completely depleted secretarial staff, for which replacements are gradually being found. Our annual report to you is, however, in preparation and will be sent you as soon as the information for a final fiscal report can be secured from the University Accounting office. It always requires at least a month to get these year end reports to us after the close of the fiscal year, June 30. The check on this grant, as in the past, is to be made payable to the University of Illinois; it can be forwarded either directly to President Henry or NAEB President Frank Schooley.

I am leaving Frank a note to call this to his attention on his return, on or about August 3. If he has any corrections or additional comments, I'm

Dr. Maurice F. Seay

-2-

July 25, 1956

sure you'll hear from him shortly after that time. And if you need further data, I hope you will let us know.

Meanwhile, our thanks again, and our hope that you will find that our salary plan is a fair one. I also hope you have a fine summer, with a chance to relax at home a bit.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jy

cc: Mr. Frank E. Schooley —

14 Gregory Hall
Urbana, Illinois

August 14, 1956

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Dr. Seay:

Many thanks for your recent letter interpreting further a condition of the Foundation grant to the University on behalf of NAEB. There's no problem and I hope we don't have any develop, but secretarial-clerical help around these parts is critical. Just thought we might have to go over secretary item if conditions grew worse, so thought I'd better be ready in case we had to clear a secretarial item with you.

Had a fine note from Bob the other day. Sounds like he's real busy in the Philippines. I must answer him. That's a few miles from home base.

Best regards.

Sincerely,

Frank E. Schooley
President

FES:cjf

cc: H. J. Skornia

W. K. KELLOGG FOUNDATION

250 CHAMPION STREET

BATTLE CREEK, MICHIGAN

July 17, 1956

DIVISION OF EDUCATION

MAURICE F. SEAY
DIRECTOR

RECEIVED
RADIO STATION

JUL 20 11 53 AM 1956

PHONE WO 8-8118

WILL & WIUC
UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley, President
National Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Frank:

No, you are not correct in your assumption with respect to the salary item in your budget. Approval is to be secured from us in advance for increases in specific salaries if those positions are listed in the proposal submitted to us, if the increases were not specified in that proposal, and if funds for the increases are to be paid from our Foundation grant.

We should be making to you a payment for the first year of your new program which is to receive Foundation support. I am wondering how soon we will receive from you the program and financial reports for the past year. It is highly desirable to have these reports before we make the next payment.

Sincerely and with best wishes,



Maurice F. Seay

MFS/fh
cc - Mr. Harry J. Skornia

14 Gregory Hall
Urbana, Illinois

AIR MAIL

August 24, 1956

Robert VanDuyn USAOM/ICA
APO 928, c/o PM
San Francisco, California

Dear Bob:

Gosh, it was mighty good to hear from you. I know you must be busy, and I can imagine that the work you are doing is interesting.

Now as to NAEB, I'm afraid the boys just picked on me. But if it is their wish that I be their president, I'll do my best.

Frankly -- and I apologize for speaking kinda personally, but I know of no better way to do it -- I think NAEB really is in pretty good shape. So far as I can ascertain there is no disunity, no disharmony, no general complaining. I could document. I was sure this could be brought about, and I set about to do it. Two examples. You surely would have enjoyed the 1955 convention. We got more strictly business items through in less time than ever, and no ill feelings. Actually, had actives voted NOT to give Associates a vote, there would have been no ill will. Associates got their vote. Example 2: Region VI once wanted region broken down. We agreed that we would consider changing VI or any other regions. We amended the bylaws to give Board this authority. We put it up to regional membership. Region V said change if you want to, but we see no particular advantage. Region VI, where proposal started and in meeting assembled voted unanimously not to have Region VI changed. Now everyone is happy, but they've had chance to vote.

Our relations with the foundations have been excellent. As you probably know, Kellogg gave us a grant for another three years, and we appreciate it. We've had a substantial grant this year from Ford to do work in certain areas.

On the national picture, we've been working hard to get more people to channel more efforts into the major problems, rather than so many splinter activities. They are not all solved, but progress has been made. Actually not announced, but for all practical purposes, the Association for Education by Radio-Television has joined NAEB. NAEB will provide individual memberships, come Atlanta convention. And, we're going to raise dues in certain areas, seek sustaining memberships, too.

The status of NAEB is recognized in more places today than ever before. We've made deliberate efforts in this direction. Skornia, Hill and I make as many appearances as we can on behalf of NAEB. This means the president sometimes lives a dog's life, but as long as I'm president

I'll do all I can.

There is one rattle in the closet. A good many members have already asked me to serve even another term. I have never sought an NAEB office, and I never shall. However, if elected I will serve, assuming it is OK with the University's administration. This tenure shouldn't be indefinite, and I am dispensible. On the other hand, if I can help keep things going ahead I'll be willing.

Life is never dull. I make speech at NAEB Program-Production Seminar in Madison Monday, and then attend four-day Journalism meeting at Northwestern. Following week I'm in Washington, D. C., and on October 6 I'll be in in Washington -- Seattle. Illinois football team plays Washington there and I must be the producer-director for WILL. Meanwhile, I teach some, advise about 40 students and try to spend some time with my wife and six kids.

With all good wishes,

Sincerely,

Frank E. Schooley
President

FES:cjf

RECEIVED
RADIO STATION

AUG 6 2 54 PM 1956

Robert VanDuyn USAOM/ICA
APO 928, c/o PM
San Francisco, California
July 27, 1956

Dr. Frank E. Schooley
President, NAEB, 14 Gregory Hall
Urbana, Illinois

Dear Frank:

I have followed with keen interest every letter and piece of material that has been sent from NAEB even though I have not responded with a word of appreciation each time the mail brings some news from you. May I take this opportunity to say personally to you a sincere thanks.

There has been considerable thought here on the development of a regional school program through radio broadcasting. There are many difficult problems to overcome. One is lack of power. Another is the fact that only a small number of radios are owned or are available. There has been practically no experience whatsoever in this type of programming and of course there is little acceptance of educational broadcasting as a fundamental means of education. I have discussed the possibilities from time to time with the Secretary of Education for the Philippines but as you will appreciate he has had frustrations in attempting to do anything about this matter.

Your re-election as President of NAEB speaks well for the wisdom of the organization. Congratulations! I am sure you deserve the honor and will give the leadership needed. I have been particularly impressed with the recent things you have been doing. It seems to me the reports denote a great deal of progress. Do I conclude correctly that the organization is gaining greater security, confidence and solidarity?

We have had a most delightful experience in the Philippines. We love the people and found this to be a tremendous learning experience for all of us. Our daughter Betty Ann is thoroughly enjoying the university and doing well. I have had abundant opportunity for much greater breadth of experience. According to present plans we will be back in the States about September 1, 1957. Please give our best regards to everyone and accept our best wishes to you.

Sincerely,

Bob

COPY

W. K. KELLOGG FOUNDATION

BATTLE CREEK, MICHIGAN

RECEIVED
RADIO STATION

AUG 18 9 56 AM 1956

WILL & WIUC
UNIVERSITY OF ILLINOIS

August 16, 1956

Mr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your program and financial reports for 1955-56 have been reviewed. They reveal a successful year. We are very pleased indeed with the progress which you and your colleagues are making. We note particularly your discussion with respect to more permanent support. We hope that a year from now you will be able to indicate real progress in your planning with respect to this problem.

The situation with respect to your proposed budgets for the next three years seems somewhat complicated and confused. I am accepting the first column of figures on page 2 of your letter to me dated July 25th as the detail of your salary item for 1956-57 and I am accepting the other items of your proposed 1956-57 budget as they appear in the original proposal made to us in May of 1955. Thus, your budget for 1956-57 which I am now approving includes the following items:

Salaries	\$ 28,971.42
Seminars, Travel & Research	13,000.00
Supplies	5,550.00
Administrative expense	2,540.00
Total	<u>\$ 50,061.42</u>

Estimated income:

- From publications	\$ 840.00	
- Other income from NAEB		
Treasurer	<u>3,000.00</u>	<u>\$ 3,840.00</u>

Total to be received from the W. K. Kellogg Foundation \$46,221.42

Mr. Harry J. Skornia

-2-

August 16, 1956

In your letter of July 25th you explain the salary schedule used in drawing up your proposal. With our approval of the budget given above for 1956-57 we are approving the individual salaries as stated in your letter. No one of these salaries should be increased during 1956-57 without approval from the Foundation. The salary schedule for 1957-58 and the one for 1958-59 should be presented at the beginning of each of those years and approval of them requested. Along with your request for salary increases you will probably request a slightly larger budget. This will be possible since for 1956-57 you will not use all of the funds originally allocated for this year. You understand, of course, that during the three-year period the total commitment is not to exceed \$141,000.

Our Foundation's check for \$46,221.00 is enclosed. We have omitted the odd cents figure in order to simplify our accounting. This check is our payment for your 1956-57 budget. Please acknowledge receipt of it.

If there are questions or adjustments which you have in mind, please feel free to contact me.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh
cc - Mr. Frank Schooley

FSS

js

November 13, 1956

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

I'm sure you have received your Newsletter, but have marked in the attached a few items that I thought would be of especial interest to you.

I find that I'll be at a CNO Board meeting in New York December 14 and 15, with the possibility of having to go East on December 12. This amends my earlier oral statement of when I would be available. We do hope your visit need not this time be put off too long. We're not too badly off earlier in December.

It was nice to see you again. I hope all goes well.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc
Enclosure: Newsletter

COPY

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL
URBANA, ILLINOIS

Sent for the information of

Mr. F. E. Schooley

November 28, 1956

Mr. Maurice F. Seay
Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I have reserved a single room for you at the Urbana-Lincoln Hotel in Urbana, for late arrival, December 18. If we knew which train you'd be taking from Chicago we'd like very much to meet you, if this would meet with your approval.

The Panama Limited, leaving Chicago at 5:00 is an all-reservation train which arrives at 6:50. The Seminole leaves at 5:10 and arrives in Champaign at 7:25.

If we can be helpful in any other way, you have only to let us know.

Sincerely,

Harry J. Skornia
Executive Director

HJS:hek

cc: President David D. Henry
Mr. F. E. Schooley

November 16, 1956

JES
Mr. Maurice F. Seay
Director of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

It would be a great pleasure to have you with us anytime from December 18th to 20th. Frank is out of town at the moment, but I believe he will also be available at that time. Certainly the rest of us will be, and will be pleased to show you our facilities and operations.

May we help you with reservations? Please let us know of any way we can be of help.

Sincerely,

Harry J. Skornia
Executive Director

HJS/mfb

cc: F. E. Schooley ✓

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

December 21, 1956

Dr. Harry J. Skornia, Exec. Director
Nat'l. Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks again for all you did to make my visit to Champaign so pleasant. I enjoyed meeting the members of your staff. It seems quite obvious to me that though they are handicapped by lack of adequate space, they are rendering very efficient service and contributing greatly to the building of a tremendously important organization.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh
ec - Mr. Frank Schooley

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.